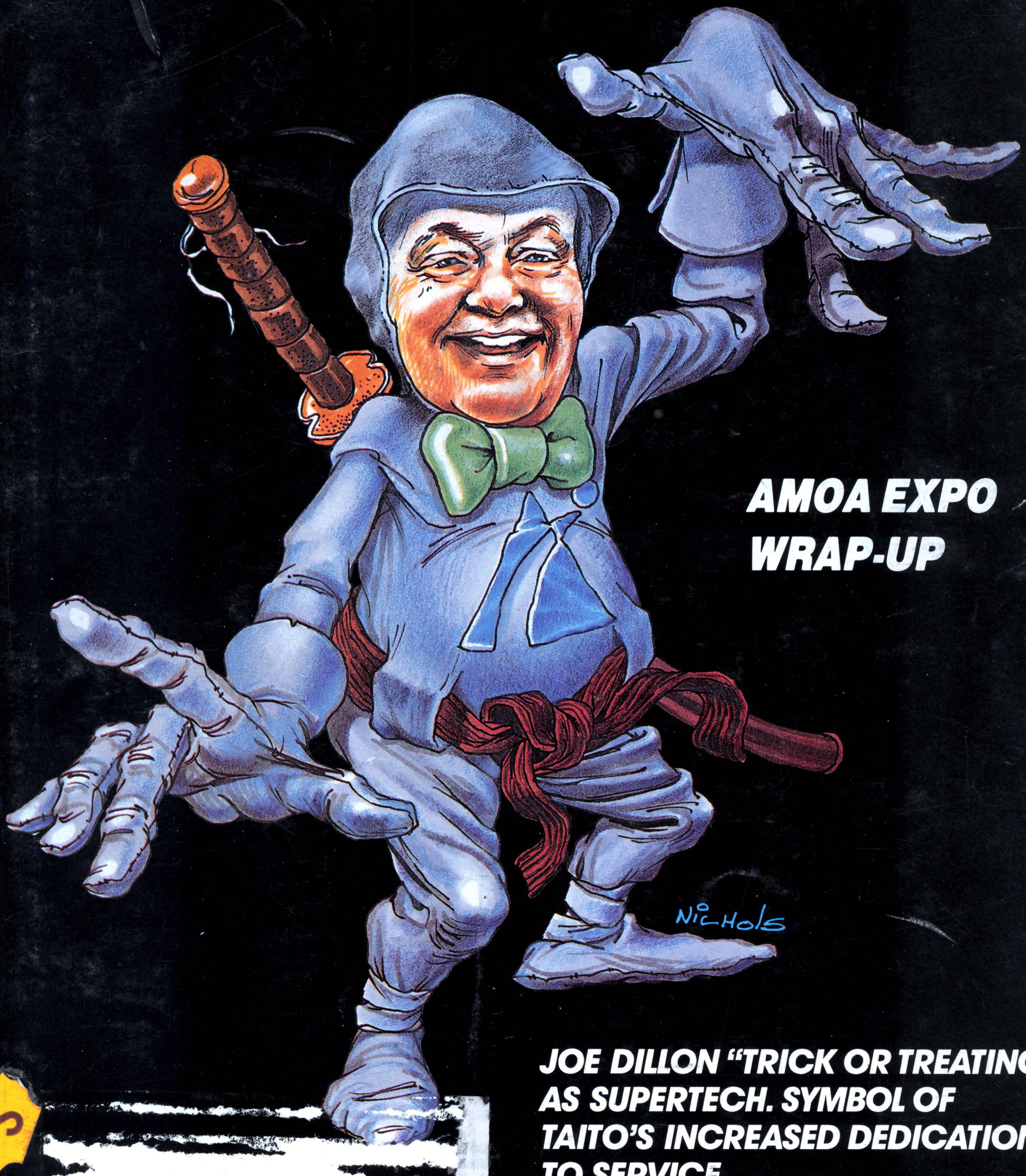
OR THE COIN-OP ENTERTAINMENT INDUSTRY
VOLUME 15, NO. 10

PLAY METER

OCTOBER 1989



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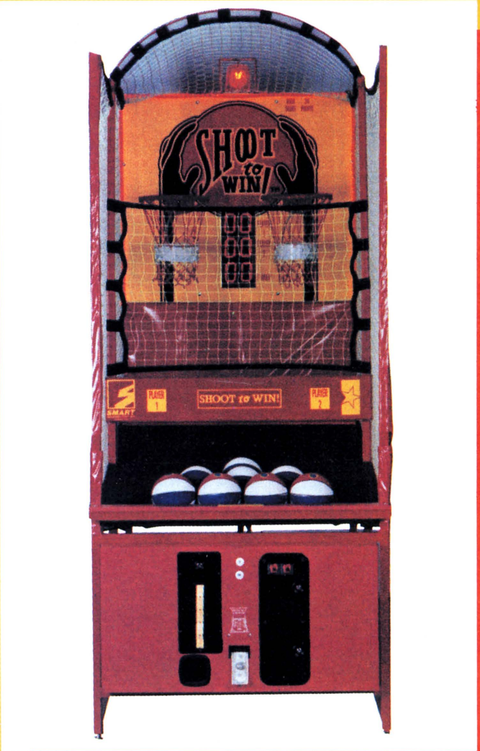

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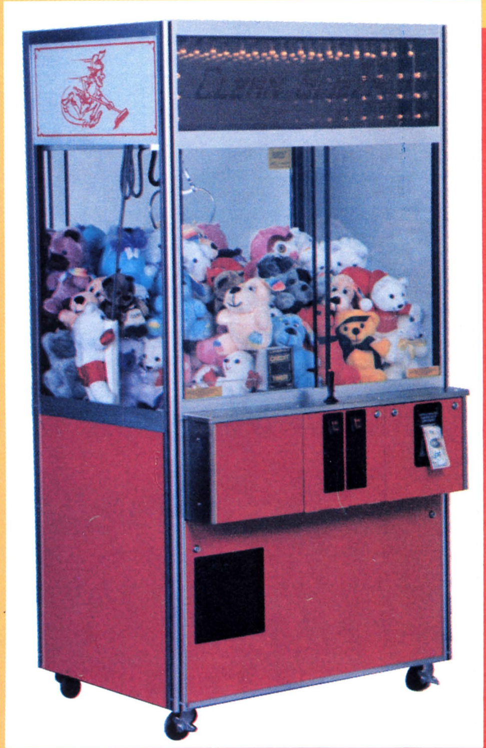

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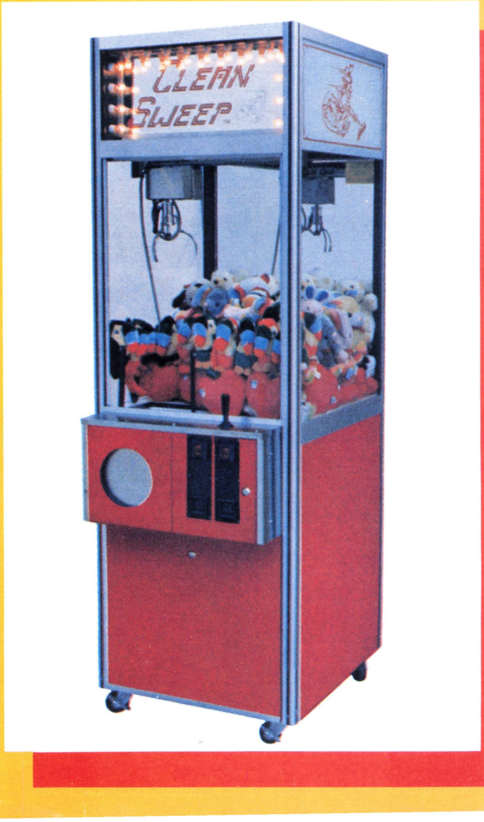

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EQUIPMENT POLL BALLOT

Please rate the games on a scale of one to ten, with ten representing superior earnings. A space has been allowed under each manufacturer's name for a write-in entry. Additional space at the bottom accommodates any other equipment entry. Thank you for your participation. Only with your help can we continue to provide an accurate game rating system.

VIDEO

American Technos:

Block Out	1 2 3 4 5 6 7 8 9 10
Double Dragon II	1 2 3 4 5 6 7 8 9 10
WWF Super Stars	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

American Sammy:

Omega Fighter	1 2 3 4 5 6 7 8 9 10

Atari:

Championship Sprint	1 2 3 4 5 6 7 8 9 10
Cyberball	1 2 3 4 5 6 7 8 9 10
Cyberball 2027	1 2 3 4 5 6 7 8 9 10
Escape From Planet of Robot Monsters	1 2 3 4 5 6 7 8 9 10
720 Degrees	1 2 3 4 5 6 7 8 9 10
Hard Drivin'	1 2 3 4 5 6 7 8 9 10
RoadBlasters	1 2 3 4 5 6 7 8 9 10
Super Sprint	1 2 3 4 5 6 7 8 9 10
Tetris	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

Bally Midway:

Arch Rivals	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

Capcom:

Capcom Bowling	1 2 3 4 5 6 7 8 9 10
Dynasty Wars	1 2 3 4 5 6 7 8 9 10
Strider	1 2 3 4 5 6 7 8 9 10
Willow	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

Data East:

Bad Dudes	1 2 3 4 5 6 7 8 9 10
Midnight Resistance	1 2 3 4 5 6 7 8 9 10
Robo Cop	1 2 3 4 5 6 7 8 9 10
Sly Spy	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

Exidy:

Showdown	1 2 3 4 5 6 7 8 9 10
Yukon	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

Fabtek:

Cabal	1 2 3 4 5 6 7 8 9 10
Dynamite Duke	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

Jaleco:

P-47	1 2 3 4 5 6 7 8 9 10
St. Dragon	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

Konami:

Bottom of the 9th	1 2 3 4 5 6 7 8 9 10
Crime Fighters	1 2 3 4 5 6 7 8 9 10
Final Round	1 2 3 4 5 6 7 8 9 10
Thunder Cross	1 2 3 4 5 6 7 8 9 10
S.P.Y.	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

Leland:

All American Quarterback	1 2 3 4 5 6 7 8 9 10
Team Quarterback	1 2 3 4 5 6 7 8 9 10
Super Off Road	1 2 3 4 5 6 7 8 9 10
Quarterback	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

Nintendo:

Play Choice-10	1 2 3 4 5 6 7 8 9 10
Mike Tyson Punch Out	1 2 3 4 5 6 7 8 9 10
Super Mario 2	1 2 3 4 5 6 7 8 9 10
Super Mario 3	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

Romstar:

Castle of Dragon	1 2 3 4 5 6 7 8 9 10
Champion Bowling	1 2 3 4 5 6 7 8 9 10
Final Blow	1 2 3 4 5 6 7 8 9 10
Ninja Warriors	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

Sega:

AfterBurner	1 2 3 4 5 6 7 8 9 10
Altered Beast	1 2 3 4 5 6 7 8 9 10
Crackdown	1 2 3 4 5 6 7 8 9 10
E.S.W.A.T.	1 2 3 4 5 6 7 8 9 10
Gain Ground	1 2 3 4 5 6 7 8 9 10
Golden Axe	1 2 3 4 5 6 7 8 9 10
OutRun	1 2 3 4 5 6 7 8 9 10
Shinobi	1 2 3 4 5 6 7 8 9 10
Super Hang On	1 2 3 4 5 6 7 8 9 10
Super Masters	1 2 3 4 5 6 7 8 9 10
Super Monaco GP	1 2 3 4 5 6 7 8 9 10
Turbo OutRun	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

Sharp Image:

Dyger	1 2 3 4 5 6 7 8 9 10
Splatter House	1 2 3 4 5 6 7 8 9 10
________________	1 2 3 4 5 6 7 8 9 10

SNK:

Gang Wars	1 2 3 4 5 6 7 8 9 10
Mechanized Attack	1 2 3 4 5 6 7 8 9 10
P.O.W.	1 2 3 4 5 6 7 8 9 10
Prehistoric Isle	1 2 3 4 5 6 7 8 9 10
Sky Adventure	1 2 3 4 5 6 7 8 9 10
Street Smart	1 2 3 4 5 6 7 8 9 10
Super Champion Baseball	1 2 3 4 5 6 7 8 9 10
	1 2 3 4 5 6 7 8 9 10

Strata:

Golden Tee Golf	1 2 3 4 5 6 7 8 9 10

Taito:

Big Event Golf	1 2 3 4 5 6 7 8 9 10
Chase H.Q.	1 2 3 4 5 6 7 8 9 10
Crime City	1 2 3 4 5 6 7 8 9 10
Double Dragon	1 2 3 4 5 6 7 8 9 10
Nastar Warrior	1 2 3 4 5 6 7 8 9 10
Night Striker	1 2 3 4 5 6 7 8 9 10
Operation Thunderbolt	1 2 3 4 5 6 7 8 9 10
Operation Wolf	1 2 3 4 5 6 7 8 9 10
Plotting	1 2 3 4 5 6 7 8 9 10
Superman	1 2 3 4 5 6 7 8 9 10
Twin Eagle	1 2 3 4 5 6 7 8 9 10
U.S. Classic	1 2 3 4 5 6 7 8 9 10
	1 2 3 4 5 6 7 8 9 10

Tecmo:

Ninja Gaiden	1 2 3 4 5 6 7 8 9 10
Tecmo Bowl	1 2 3 4 5 6 7 8 9 10
Tecmo Knight	1 2 3 4 5 6 7 8 9 10
	1 2 3 4 5 6 7 8 9 10

Williams:

NARC	1 2 3 4 5 6 7 8 9 10
	1 2 3 4 5 6 7 8 9 10

Yankee Games:

Grudge Match	1 2 3 4 5 6 7 8 9 10
	1 2 3 4 5 6 7 8 9 10

PINBALL

Bally:

Atlantis	1 2 3 4 5 6 7 8 9 10
Elvira/Party Monsters	1 2 3 4 5 6 7 8 9 10
Transporter	1 2 3 4 5 6 7 8 9 10
Truck Stop	1 2 3 4 5 6 7 8 9 10
	1 2 3 4 5 6 7 8 9 10

Data East:

Time Machine	1 2 3 4 5 6 7 8 9 10
Laser War	1 2 3 4 5 6 7 8 9 10
Playboy	1 2 3 4 5 6 7 8 9 10
Monday Night Football	1 2 3 4 5 6 7 8 9 10
	1 2 3 4 5 6 7 8 9 10

Gottlieb/Premier:

Bad Girls	1 2 3 4 5 6 7 8 9 10
Big House	1 2 3 4 5 6 7 8 9 10
Bone Busters	1 2 3 4 5 6 7 8 9 10
Hot Shots	1 2 3 4 5 6 7 8 9 10
	1 2 3 4 5 6 7 8 9 10

Williams:

Banzai Run	1 2 3 4 5 6 7 8 9 10
Black Knight 2000	1 2 3 4 5 6 7 8 9 10
Cyclone	1 2 3 4 5 6 7 8 9 10
Earthshaker	1 2 3 4 5 6 7 8 9 10
High Speed	1 2 3 4 5 6 7 8 9 10
Jokerz!	1 2 3 4 5 6 7 8 9 10
Pinbot	1 2 3 4 5 6 7 8 9 10
Police Force	1 2 3 4 5 6 7 8 9 10
Swords of Fury	1 2 3 4 5 6 7 8 9 10
Taxi	1 2 3 4 5 6 7 8 9 10
	1 2 3 4 5 6 7 8 9 10

OTHER EQUIPMENT:

Mfg. ______________

Game ______________ 1 2 3 4 5 6 7 8 9 10

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NEWS BULLETIN

■ The 4th Circuit Court of Appeals has denied Red Barons' motion for a rehearing in the case against Taito, upholding its decision to overturn a district court ruling in favor of Bill Beckham's company. It appears, therefore, that Red Baron's legal options have been exhausted, unless Beckham opts to petition the Supreme Court for a review of the case. Even then, the odds are not good that the Court would agree to hear the case, as only a fraction of cases are selected from a vast pool of petitions.

■ Oct. 1 is the kickoff date for the "Coors Light World Series of Bar Games," a $2 million nationwide competition sponsored by Coors and four coin-op manufacturers: Arachnid, Grayhound Electronics, Valley Recreation Products, and Capcom USA. Sports Tournaments of America, located in Dallas, is promoting 15,000 local tournaments and coordinating 12 regionals, with more than $2 million in cash and prizes up for grabs. The regional tournaments will be held in major cities across the country, using 50 Coors Light *English Mark Darts* games manufactured by Arachnid for the dart competition. But electronic darts isn't the only sport involved; there's also pool, electronic basketball, and video bowling (on machines by Valley, Grayhound, and Capcom, respectively). The grand finale will be held at the Riviera Hotel in Las Vegas on July 5-10, 1990. A guaranteed $150,000 in cash and prizes will be awarded there. For more information on this massive "Superstars"-type competition, call Sports Tournaments of America at (800) 327-5566.

■ On July 14, Kramer Manufacturing Co., the Lakewood, N.J.-based manufacturer of cranes, rotaries, video card games, and coin-op basketball games, filed for Chapter 11 bankruptcy in U.S. Bankruptcy Court for the purposes of reorganization. According to company president Craig Helfricht, the action was taken to protect Kramer's assets for the benefit of all creditors. "Kramer continues to fully function and service our customers during this period of reorganization," he said.

■ Best Mfg., a new merchandise supplier located in Waukesha, Wis., is offering quite an incentive to its customers. The company's James Possi says that any customer placing an order by Dec. 31, 1989, will automatically be entered in a contest and eligible to win $1,000 in Best's plush pre-paks. A Play Meter staff member will draw the winning name on Jan. 2, 1990. For more details, or to place an order, call Possi at (414) 547-5051; the FAX is (414) 547-0905.

■ Jeff Walker, formerly the vice president of international sales for Data East USA, has left to begin his own manufacturer's representative company, Geoffco. He will be representing various manufacturers for the worldwide marketplace. The new address is 20465 Saratoga/Los Gatos Road, Suite D, Saratoga, CA 95070. The phone number is (408) 867-4622; the FAX is (408) 867-4684.

■ Betson Enterprises' *Big Choice* cranes (one-, two-, three-player and Jumbo Top Choice models) and *Action Claw* cranes have been approved for sale and use in Michigan, according to John Margold, Betson's director of redemption sales. "Michigan has been an important state for Betson's crane sales during the past few years," he said. "With the approval by the Michigan State Lottery Division, Betson is confident that Michigan will continue to play an important role in our business." On the heels of this development, Betson's Bill Siebert gave a troubleshooting seminar to operators at the annual meeting of the Michigan Coin Machine Operators Association (MCMOA), held Sept. 21-23. For more information about Betson's "Michigan-legal" cranes, contact the redemption sales department at (800) 524-2343. Michigan operators can also call either of Betson's two Michigan distributors: Atlas in Wyoming, Mich., or Cleveland Coin in Livonia, Mich.

■ Congratulations to Theresa and Brian Petaccio of Grayhound Electronics on the birth of their daughter, Andrea Marie. She weighed in at a healthy seven pounds, six ounces.

■ RI Holdings Inc. has purchased Rowe International Inc. and its Triangle Finance Division, effective Aug. 31, according to a Rowe spokesman. RI Holdings Inc. is a corporation organized by an investor group led by Merrill Lynch Capital Partners Inc. An earlier announcement of the purchase described a transaction structure involving additional parties. However, the transaction consummated on Aug. 31 dealt only with Rowe International. Bruce K. Cowles will assume the additional responsibility of chairman of the board of RI Holdings and Rowe International, in addition to those he currently holds as president and CEO of the latter company. Other officers and management will continue with their current responsibilities. "We at Rowe are extremely pleased with this transaction and its structure," Cowles said. "The opportunity to further build on Rowe's leadership position is certainly present and one on which we intend to capitalize."

■ The fourth and final AMOA Regional Seminar for 1989 will be held at the Westchester Marriott in Tarrytown, N.Y., on Oct. 28-29. Operators Frank Seninsky, Jim Stansfield, Charles Ross, and Mike Ralston conduct the information-filled seminars, which have garnered a tremendous response from those operators who've attended. If you register and pay in full by Oct. 6, you receive a $20 discount off the per-person registration fee. For information on prices, housing, etc., call the AMOA office at (312) 565-4602.

■ The Dynamo-sponsored National Air Hockey Championship will be held on Nov. 4-5 at Fame City, a family amusement complex in Houston, Texas.

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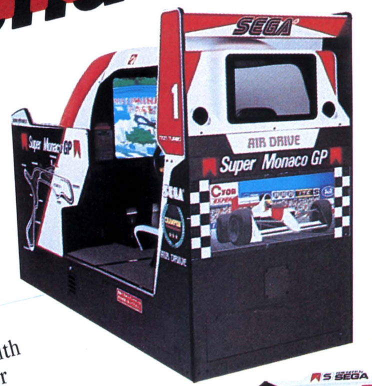
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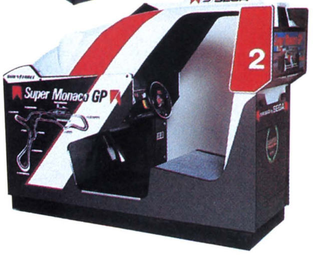
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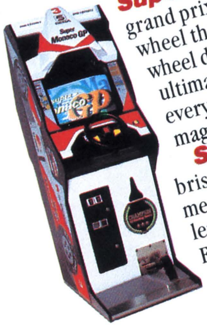
Super Monaco GP



Super Monaco GP is as close as most people will ever get to grand prix racing. If you have the nerve for it, you can race wheel-to-wheel through the streets of Monte Carlo with the world's hottest open wheel drivers. But be warned, Sega has taken simulator technology to the ultimate with a new Air Drive Suspension system that hammers drivers with every high speed turn, bump, and power drift. And an innovative monitor magnification system powers images to life-like proportions.

Super Monaco GP — available in deluxe, cockpit, and upright models — bristles with other technological advances. Like an F1-developed wing shifting mechanism; ultra-real graphics; player's choice of automatic, 4-speed, or a challenging 7-speed transmission; and a four-channel, super-woofer sound system. For more information call your authorized SEGA distributor.

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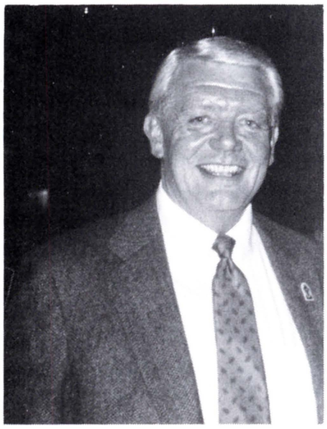
PLAY·METER

VOL. 15, NO. 10 CONTENTS OCTOBER, 1989

FEATURES

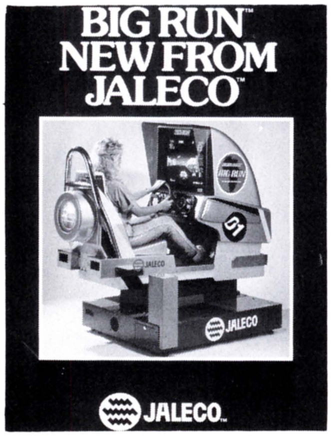


Coinman: Phil Benson 31

One of Montana's favorite sons, Benson explains the drive and successful methods that resulted in the legalization of video poker games in his state. Montana is now considered a model for all other states seeking this positive step. Says Benson: "You have to be united when you go to the Legislature or nothing will ever get done."

A Close-up of Wildwood and the '89 season 43

The season has come to a close along the busy Jersey Shore. This follow-up to an earlier article on the pleasures of oceanfront communities with a knack for merchandising focuses on one of the most popular vacation spots in New Jersey. Play Meter chats with operators Angelo Nicholls and George Hamilton, Jr., both Wildwood veterans.



AMOA Expo Wrap-Up AMOA—1

How much space do you devote to a show the scope of this year's sold-out AMOA Expo? Plenty. For a complete rundown of the surprises, and a look at all the new equipment, turn to our special section that's chock-full of photos. There's also seminar and banquet coverage, plus a second Frank's Cranks column with game reviews.

DEPARTMENTS

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COVER: Joe Dillon good-naturedly agreed to a caricature of himself (with trademark bow tie) being used for the Supertech figure, a symbol of Taito's dedication to quality product. The company, which brought us that most successful video, *Double Dragon,* recently debuted *Night Striker* and *Crime Story* at the AMOA Expo.

COMPACT DISC
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14

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2 FOR 50¢

Buying the right game is a "make-or-break" proposition for the operator, who must have both monthly and ongoing analyses of game performance. This chart is designed to give the operator information he needs to guide his purchases. The "longevity indicator" will tell him how long the game has remained high on the chart. The number of months on the Top 10 is important, as is the total number of months on the chart. Future months will include how long the game was in coin-op before being released for the home market. Look to the chart each month for additional polling information.

VIDEO & PINBALL COMBINED

GAME	MFG.	POINT VALUE	MONTHS ON CHART	MONTHS IN TOP 10	LONGEVITY POINTS
1. Hard Drivin'	Atari	9.59	6	6	292
2. Golden Axe	Sega	8.86	3	3	142
3. Earthshaker	Williams	8.80	6	6	290
4. WWF Super Stars	AM. Technos	8.71	3	2	98
5. Crime Fighters	Konami	8.58	3	3	132
6. Super Off Road	Leland	8.55	6	6	290
7. Arch Rivals	Bally	8.43	3	3	135
8. Cyclone	Williams	8.27	6	6	249
9. OutRun	Sega	8.10	6	4	225
10. Oper. Thunderbolt	Taito	8.03	6	6	257
11. Chase H.Q.	Taito	7.85	6	5	215
12. Black Knight 2000	Williams	7.79	3	3	109
13. Ninja Gaiden	Tecmo	7.76	6	6	201
14. Taxi	Williams	7.67	6	6	239
15. Jokerz!	Williams	7.60	6	6	242
16. Turbo OutRun	Sega	7.60	6	5	243
17. Super Hang On	Sega	7.54	5	1	110
18. Final Lap	Atari	7.43	6	6	223
19. High Speed	Williams	7.40	6	6	177
20. Pinbot	Williams	7.40	6	6	161
21. NARC	Williams	7.36	4	3	120
22. Mechanized Attack	SNK	7.36	4	3	106
23. Super Sprint	Atari	7.29	6	2	142
24. Bottom of the 9th	Konami	7.29	6	5	204
25. Super Mario 3	Nintendo	7.27	2	2	43
26. Operation Wolf	Taito	7.16	5	3	162
27. Double Dragon	Taito	7.13	5	2	146
28. Sly Spy	Data East	7.13	2	2	42
29. AfterBurner	Sega	7.06	5	2	100
30. Cabal	Fabtek	6.96	6	6	174
31. Shinobi	Sega	6.94	6	6	132
32. Robo Cop	Data East	6.91	6	6	120
33. Cyberball	Atari	6.88	1	0	18
34. Roadblasters	Atari	6.87	5	5	96
35. Banzai Run	Williams	6.86	1	1	16
36. 720 Degrees	Atari	6.85	5	0	71
37. Capcom Bowling	Capcom	6.81	6	5	89
38. Big Event Golf	Taito	6.77	1	1	13
39. Superman	Taito	6.76	6	6	162
40. Bad Dudes	Data East	6.70	2	3	26
41. Team Quarterback	Leland	6.67	6	2	155
42. Championship Sprint	Atari	6.63	2	3	25
43. Strider	Capcom	6.63	2	2	52
44. Dynamite Duke	Fabtek	6.60	1	1	7
45. Quarterback	Leland	6.56	2	0	13
46. Time Machine	Data East	6.54	6	5	128
47. Ninja Warriors	Romstar	6.54	2	3	13
48. Altered Beast	Sega	6.50	1	1	3
49. U.S. Classic	Taito	6.44	1	1	2
50. Final Round	Konami	6.42	1	1	1

EQUIPMENT POLL

VIDEO KITS

Game	MFG.	POINT VALUE
1. Golden Axe	Sega	8.86
2. WWF Super Stars	Am. Technos	8.71
3. Crime Fighters	Konami	8.58
4. Arch Rivals	Bally	8.43
5. Ninja Gaiden	Tecmo	7.76
6. Turbo OutRun	Sega	7.60
7. Bottom of the 9th	Konami	7.29
8. Super Mario 3	Nintendo	7.27
9. Sly Spy	Data East	7.13
10. Cabal	Fabtek	6.96
11. Shinobi	Sega	6.94
12. Robo Cop	Data East	6.91
13. RoadBlasters	Atari	6.87
14. Capcom Bowling	Capcom	6.81
15. Big Event Golf	Taito	6.77
16. Superman	Taito	6.76
17. Bad Dudes	Data East	6.70
18. Championship Sprint	Atari	6.63
19. Strider	Capcom	6.63
20. Dynamite Duke	Fabtek	6.60
21. Ninja Warriors	Romstar	6.54
22. Altered Beast	Sega	6.50
23. U.S. Classic	Taito	6.44
24. Final Round	Konami	6.42
25. P.O.W.	SNK	6.38

VIDEO DEDICATED

1. Hard Drivin'	Atari	9.59
2. Super Off Road	Leland	8.55
3. OutRun	Sega	8.10
4. Oper. Thunderbolt	Taito	8.03
5. Chase H.Q.	Taito	7.85
6. Super Hang On	Sega	7.54
7. Final Lap	Atari	7.43
8. NARC	Williams	7.36
9. Mechanized Attack	SNK	7.36
10. Super Sprint	Atari	7.29

PINBALLS

1. Earthshaker	Williams	8.80
2. Cyclone	Williams	8.27
3. Black Knight 2000	Williams	7.79
4. Taxi	Williams	7.67
5. Jokerz!	Williams	7.60
6. High Speed	Williams	7.40
7. Pinbot	Williams	7.40
8. Banzai Run	Williams	6.86
9. Time Machine	Data East	6.54
10. Swords of Fury	Williams	6.11
11. Hot Shots	Premier	6.00
12. Laser War	Data East	5.77
13. Transporter	Bally	5.61
14. Playboy	Data East	5.52
15. Big House	Premier	5.33

The question has come up as to when a game is a kit and when it is dedicated. If a game is released as dedicated, it stays that way until being released in kit form. A game may earn more as a dedicated game because of the new cabinet. Many conversion games look like old, shabby conversions. In many cases the older pressboard cabinet may never be made to look right. For example, a converted *Pac-Man* cabinet still looks like a *Pac-Man*. In the case of Sega's *Turbo OutRun*, dedicated will greatly outearn an upright kit. The survey is just an indicator to guide the operator.

FROM THE EDITOR

Coin-op not about to give up the ghost

I recently had the honor of speaking at the Wisconsin and Minnesota operators fall conference. It was the first time the two associations had combined their fall meetings, and it was a tremendous success with a respectable attendance.

Joe Phillips, the executive director of WAMO, had asked me to speak about the future of the industry and where it is heading. While it may seem a simple task, as I pondered our fate, it proved to be somewhat difficult. But the more I thought about it, the more I realized that since the industry began, so-called industry experts have tried to predict the path the industry was headed. Even if they were right on the mark, disbelief abounded. Just as it isn't easy now, it wasn't that easy then either.

I remember very well attending a seminar given by Hanson Distributing's Ray Hibarger. It was back in the early '80s, when the industry was at its peak. Ray warned operators that what goes up must come down and they should be prepared for it. His predictions were amazingly accurate in reflection, but at the time it seemed impossible that things would not continue to grow and prosper.

I also recall a speech by Sega's Dave Rosen around the same time. He claimed that in the not-so-distant future, at least 65 percent of the video games sold would be kits. Those listening to him had to gasp because what he was saying seemed so remote from reality that very few foresaw it as being possible.

And yet, here it is a good many years in the future, and both predictions hit home with precise accuracy. I think Rosen might have been a little low in his estimate of the percentage of kits. When laser video games were touted as the next level for the industry, there were those who saw past the hype and figured that laser was not going to be a salvation. They were certainly right.

It truly is impossible to give a crystal ball prediction about the future, but circumstances, technology, attitudes, public acceptance, and competition all figure into the final outcome.

Right now our industry is competing with some very strong forms of entertainment. The movie industry tends to drop into a rut of rehashed movies until surprisingly a movie comes along that stimulates the paying public's interest again. There are some fantastic movies out right now. I was talking with Pat Walton of Capcom and we both discovered that though we are not movie buffs, we have been to the show several times lately because the movies are so good.

Public attitudes about the industry are coming around but we seem to have a perception monkey on our backs that is hard to shake. But video games have become commonplace in the home, and parents aren't as intimidated by them in arcades or street locations anymore.

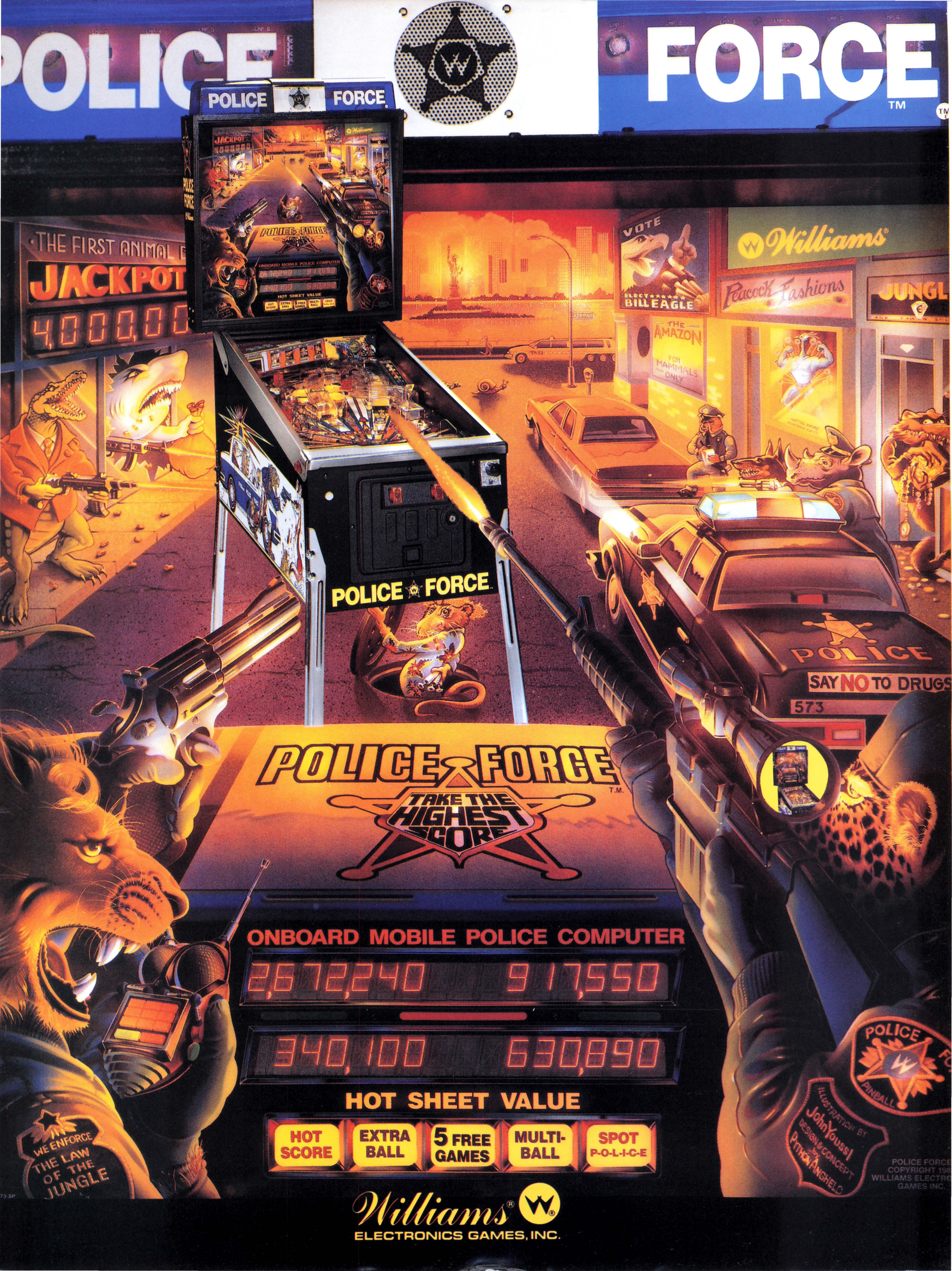
I am confident enough to know that this industry will not fade from existence. After we run through the gamut of analogous games, something will emerge that will whet game players' appetites once again.

At the Discovery Place Museum in Charlotte, I was treated to a laser "pinball" machine. It was so much fun, it was hard to walk away. The player tried to aim a laser beam, with the help of prisms and mirrors, at bumpers at each end of the game while avoiding the one in the middle. It was challenging. I wondered if we would see something like that in coin-op one day and deducted that we probably will, if not something even more appealing.

That's just how this industry is. It stagnates to a certain point and then somehow, somewhere, something comes along that brings us out of the doldrums. It has always happened before and I know it will soon. We need it. ☐

Valerie Cognevich

Valerie Cognevich
Editor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LETTERS

Thanks Nintendo

With a sigh of relief and hope for the future, we extend a message of appreciation to Nintendo for giving us, as operators, the opportunity to make a few dollars with *Super Mario 3* before it comes out for the home system.

We had just about decided we were dead in the water with Nintendo and were ready to convert all of our *PlayChoice 10s* to regular kits. When we found out about the lead time on *Super Mario 3*, we decided to give it a try. Everywhere we've put it, earnings have increased dramatically.

Thanks, Nintendo, for honoring your commitment to the operator.

R.W. Kinney
Bird Distributors Inc.

Quick response

I would like to extend my sincere thanks to your staff for the response to my letter. Past experiences with many publications have seen less than satisfactory service to their readers. You, on the other hand, take a positive approach to direct communication with those in the business.

I have enclosed a photo and short statement about our newest entry into the market, *The Dragon Master*, for inclusion into the New Products section. We also have three other games in development, two of which are in conjunction with major distribution companies. Our plans are to introduce these units before the IAAPA show.

The people at Perceptive Resources make the company work, and to them, seeing the results of their efforts in print generates excitement and a sense of accomplishment. Thank you again for the coverage provided.

C. John Neely
Perceptive Resources

"Old Hoss"

Better late than never! Please don't feel I'm ungrateful, I just seem to get swamped at times.

My everlasting thanks to you, Carol, and the rest of the staff for your very fine article about "Old Hoss" [Coinman Interview, July 1988]. My kids got a big kick out of your magazine and they join in thanking you folks also.

Bob Breither
Seeburg Corp.

Winners make players

After reading Bonnie's editorial in the August 1989 issue, "Two cranes equal one bad impression," I feel compelled to write. Our industry suffers from enough bad press as it is. When an operator runs a crane in a deceptive manner it injures all of us. You are right to call attention to this problem. Thank goodness it was you and not a state or local official who discovered this "rip-off" crane location.

We at Betson constantly remind our crane customers that winners make players. Not only is it morally correct to operate fairly, it is also good business. When people see happy players walk away from a crane with a prize it is more likely to bring additional players. Giving a fair return to the players insures long-term profitability in a location.

I also concur with Valerie's opinion stated in her editorial "Don't do this to me again!" Poorly maintained equipment profits no one. I wish to thank both of you ladies for your diligence, and I hope for the day when it won't be needed! ☐

John Margold
Betson Enterprises

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UP FRONT

Phobias grip coin-op hearts

The inordinate fear started before the AMOA Expo. First, dry throat. Second, constricted chest muscles. Third, clammy hands. Result: a Maalox Moment. It was all part of *tradèshowophobia*, the newest phobia in the textbooks.

We are all familiar with common phobias like claustrophobia (fear of closed-in or narrow spaces) and acrophobia (fear of heights). According to Webster's, a phobia is an exaggerated, inexplicable, and illogical fear of a particular object or class of objects.

I'm not a psychiatrist, mind you, but I have been an acute observer of the coin-op industry over a four-year period and have some definite feelings about abnormal fears I've seen developing. All the hub-bub of giant trade shows like AMOA and the upcoming ACME produce a whole line-up of newly-discovered phobic reactions (a psychoneurosis in which the principal symptom is a phobia).

Of course, from the manufacturer's viewpoint, the biggest fear is *flopophobia*, or a fear of introducing a dog of a game at the show after investing mucho dollars in purchasing an island of booths. As one manufacturer put it, the island is well-named since it costs as much as the real thing.

From the distributor's standpoint, in today's coin-op world, it's easy to develop *extinctophobia*, or a fear of becoming the last of a species. Caught in a bind between satisfying the manufacturer's desire to send them big game shipments, and the operator's reluctance to invest in new equipment until proven, the distributor is faced with a no-win situation.

For operators, the creeping feeling that mortgaging the family home is the only way to buy that big new driving simulator manifests itself in *overextendedophobia*. There's also *dreamonophobia*, in which the operator makes grandiose plans after seeing exciting new games at the trade show and then remembers his collections for last month.

Operators may also be stricken with *constructophobia*, or a fear of poor game cabinet construction and/or cheap parts, resulting in receding revenues and receding hairlines. This phobia really manifests itself more after the show when a game is received with anticipation that sometimes fades to disappointment.

Big shows also bring on *seminarophobia*, whereby attendees try to hit every seminar on the agenda in order to be well-informed. The result is an exhausted attendee who may be spared, however, from *tootsieophobia*, or a fear of aching feet. This phobia afflicts every level of the industry. It's too bad the Dr. Scholl's company doesn't take a booth. The sales of Soap 'n Soak (it works wonders) would be astronomical. It would be one of the most popular booths, especially at the end of the day.

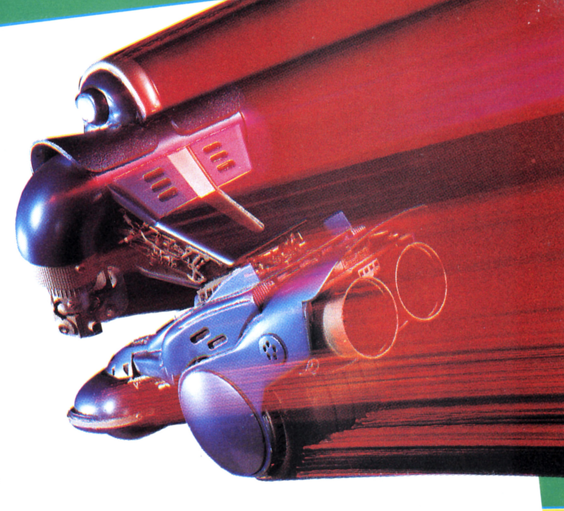
Another common ailment is *smileophobia*, in which the muscles around the mouth either freeze into a friendly grin or droop hopelessly at around 5 p.m. Desperate attempts to revive these muscles for the round of evening hospitality suites is directly related to the accessibility of Soap 'n Soak and a scotch and water. Be sure not to waste the scotch on your feet by mistake!

All of this leads us to the next phobia, which follows big trade shows like teenage boys follow martial arts games: *openhouseophobia*. I can already feel my throat getting dry. ☐

Bonnie Theard

Bonnie Theard
Managing Editor

CYBERBALL™ 2072, WHAT THE FUTURE OF SPORTS WILL BE!



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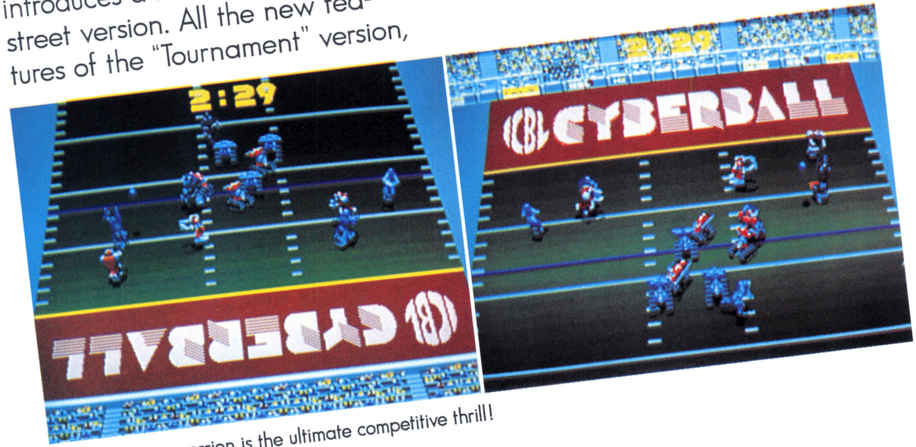
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CYBERBALL
CYBERBALL

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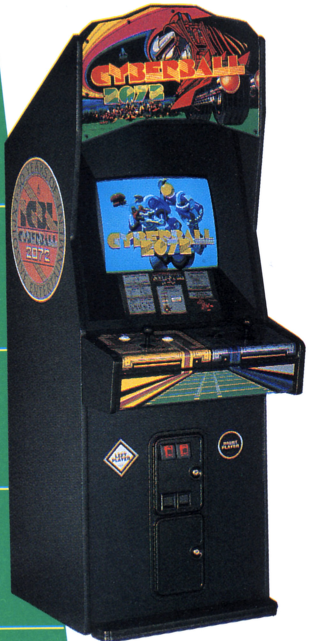
CYBERBALL 2072

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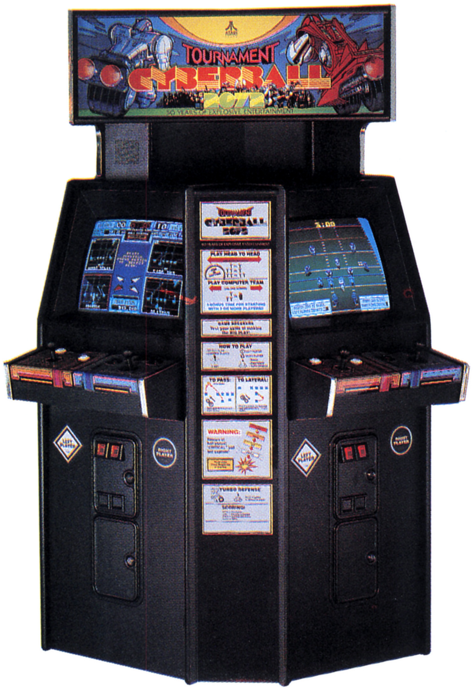
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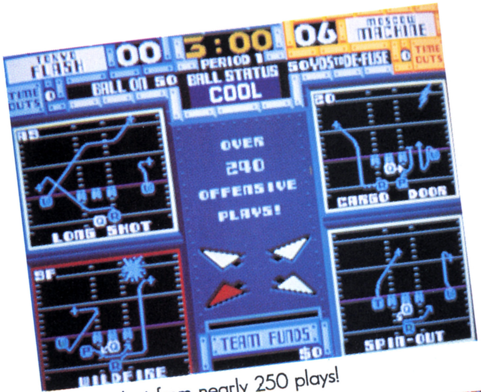
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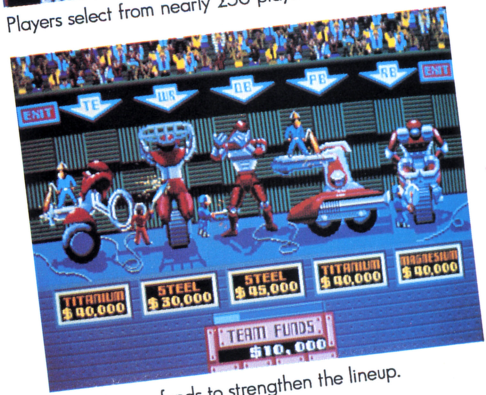
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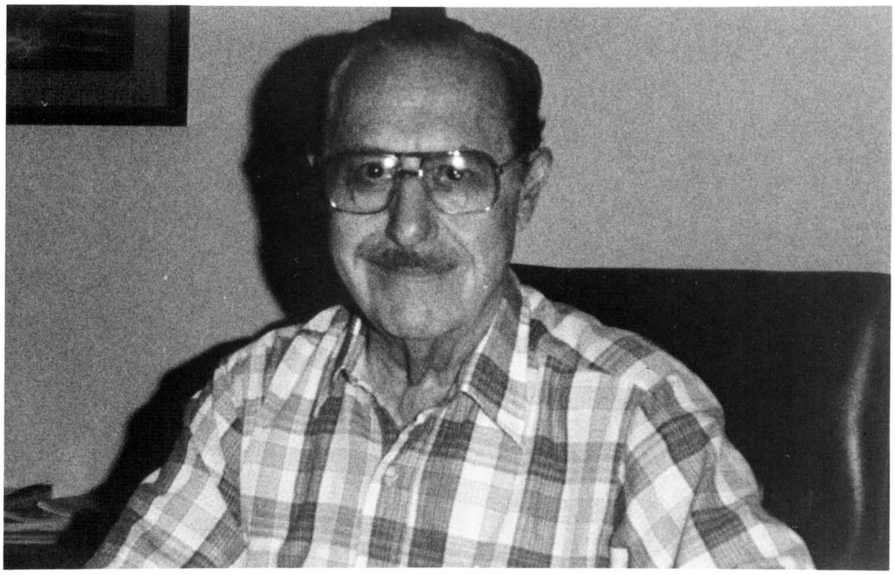
Ozzie Truppman



Ozzie Truppman

The industry lost a friend when Ozzie Truppman, the man behind the DRA Price Guide, passed away on June 1. Ozzie had gone into the hospital for heart surgery and died of complications shortly afterward.

The DRA Price Guide has settled in as the authority on coin-operated machine values. Even tax assessors look to the DRA when determining game values.

But Ozzie had been involved in the coin-op amusement industry long before starting the Guide. Prior to 1948, he served in the Air Force and was a part-time route collector, as well as a sometimes-salesman for Bush Distributing Co. in Minneapolis.

Ozzie moved to Miami in 1948, taking the position of sales manager for Bush Distributing. He was later transferred to Jacksonville and promoted to branch manager for Bush. Another promotion to general manager, supervising offices in Miami, Tampa, and Jacksonville, brought him back to Miami.

In 1951, Ozzie and partner Ted Bush began acquiring routes and named their operating company Advance Music Co. By 1953, Advance owned more than 1,100 jukeboxes and games. The company had contracts with three naval bases in Jacksonville and several fast food chains in the Miami area.

When Ted Bush died in 1959, Ozzie acquired 50 percent of Bush Distributing (which was renamed Bush International) and all of Advance Music Co. In 1961, Ozzie sold Bush International to the Canteen Corp., but stayed on as vice president and general manager of the Southeastern and Caribbean division for 13 years. This division became part of Rowe International, which was sold several years later to Triangle Industries. By 1965, Rowe had acquired 22 company-owned distributorships with huge inventories of equipment in the branch offices.

While running his route and distributorship, Ozzie soon realized that no one was willing to accept responsibility for setting a pricing standard for used equipment. The problem continued to escalate, so Ozzie decided to step in and do something about it.

Ozzie owned a small consulting firm called Distributor's Research, and through this company he started investigating the problem. He soon realized the problem didn't need a one-time solution; rather, it needed an ongoing procedure. The DRA Price Guide was born, consisting of only 10 pages of games and jukeboxes. Rowe was its sole subscriber.

Interest remained modest until 1974, when along came Ralph Lally and his new magazine, Play Meter. Ralph was working for a distributor that used the DRA as its guide for trade-ins. Said Ralph, "When I first started Play Meter, the number one request I got from my readers was to print a price list for used equipment in each issue.

"In response to the requests for a price list, I finally ran an editorial explaing that Play Meter just was not set up to research and publish a price list," he continued. "I highly recommended the DRA Price Guide, which was already respected by those familiar with it as the authority. And we printed their address."

Ozzie got such a response from the editorial that he called to thank Ralph. They became friends and realized that they had some mutual, though non-competitive, interests. So the dual subscription was initiated—DRA Price Guide and Play Meter—for a reduced price. This dual subscription is still offered 15 years later.

Lally was killed in an automobile accident five years ago. Play Meter has, however, continued to support DRA's efforts.

DRA will continue under the direction of Ozzie's nephew, Ted Bush Jr., and Dottie McGee, who has been at DRA for over 16 years. Her husband also worked for Ozzie for many years.

"With the passing of Ozzie Truppman on June 1, a leader of the industry is gone," Bush said. "He brought to the DRA over 40 years of experience in the coin machine industry. Speaking for Dorothy McGee and myself, we feel that the best tribute to him is to keep publishing the DRA under the same concept that he used. It served him well as the publisher for 25 years, and we hope to do as well."

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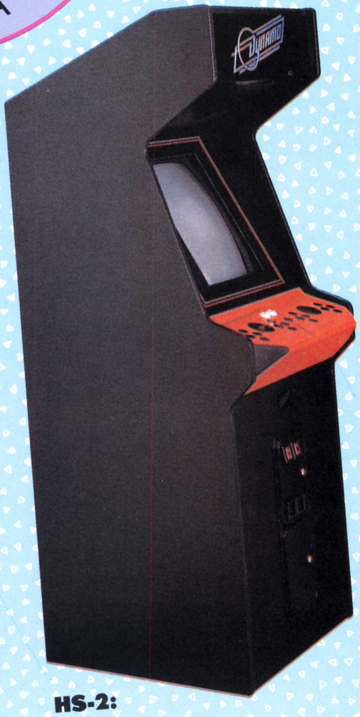
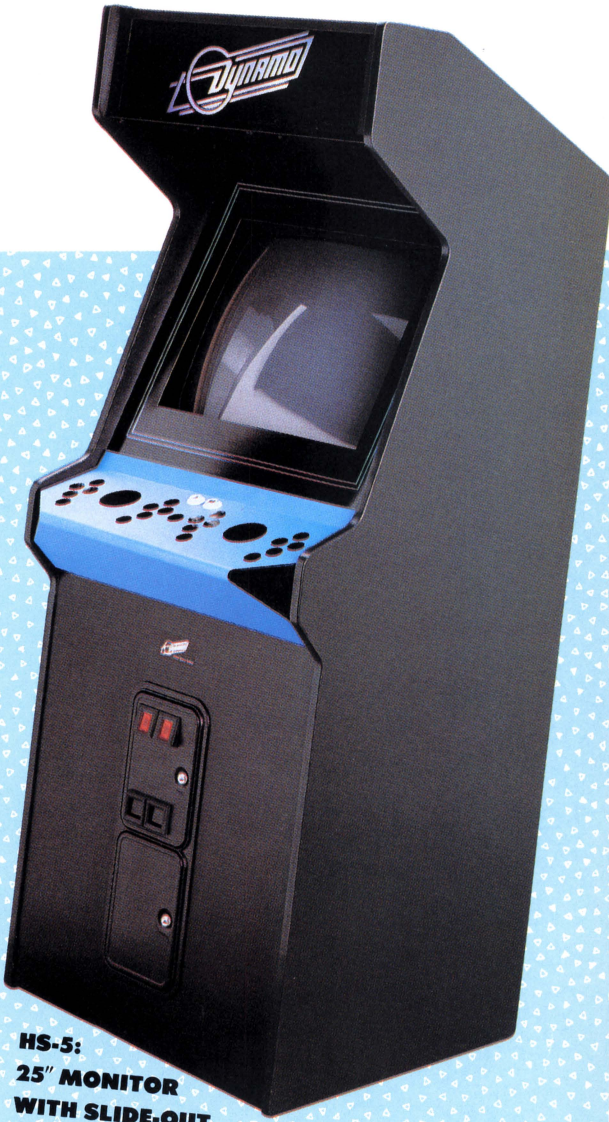


HS-2:
19″ MONITOR WITH SLIDE-OUT DRAWER

HS-1:
(NOT SHOWN)
Same as above, without drawer



HS-5:
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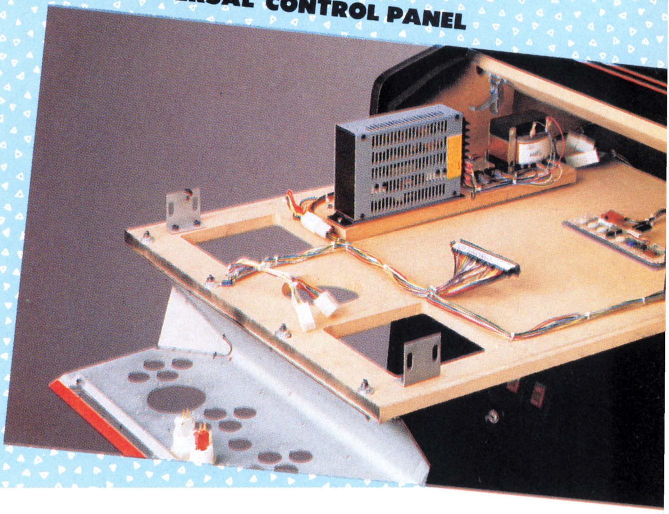

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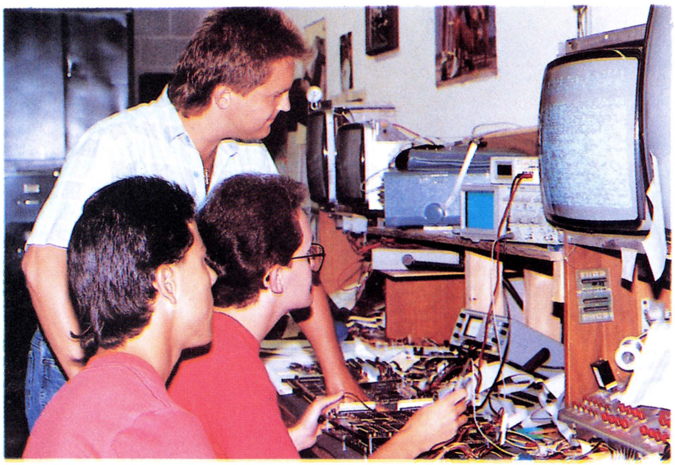
Taito listens to operators

President Joe Dillon.



Service manager Buck Rzonca (standing) with service technicians Angelo Ruggiero and Paul Torres.

Left to right: Sales manager Jim Chapman, vice president of sales Rick Rochetti, executive vice president Yoshi Suzuki, and marketing manager Natalie Kulig.

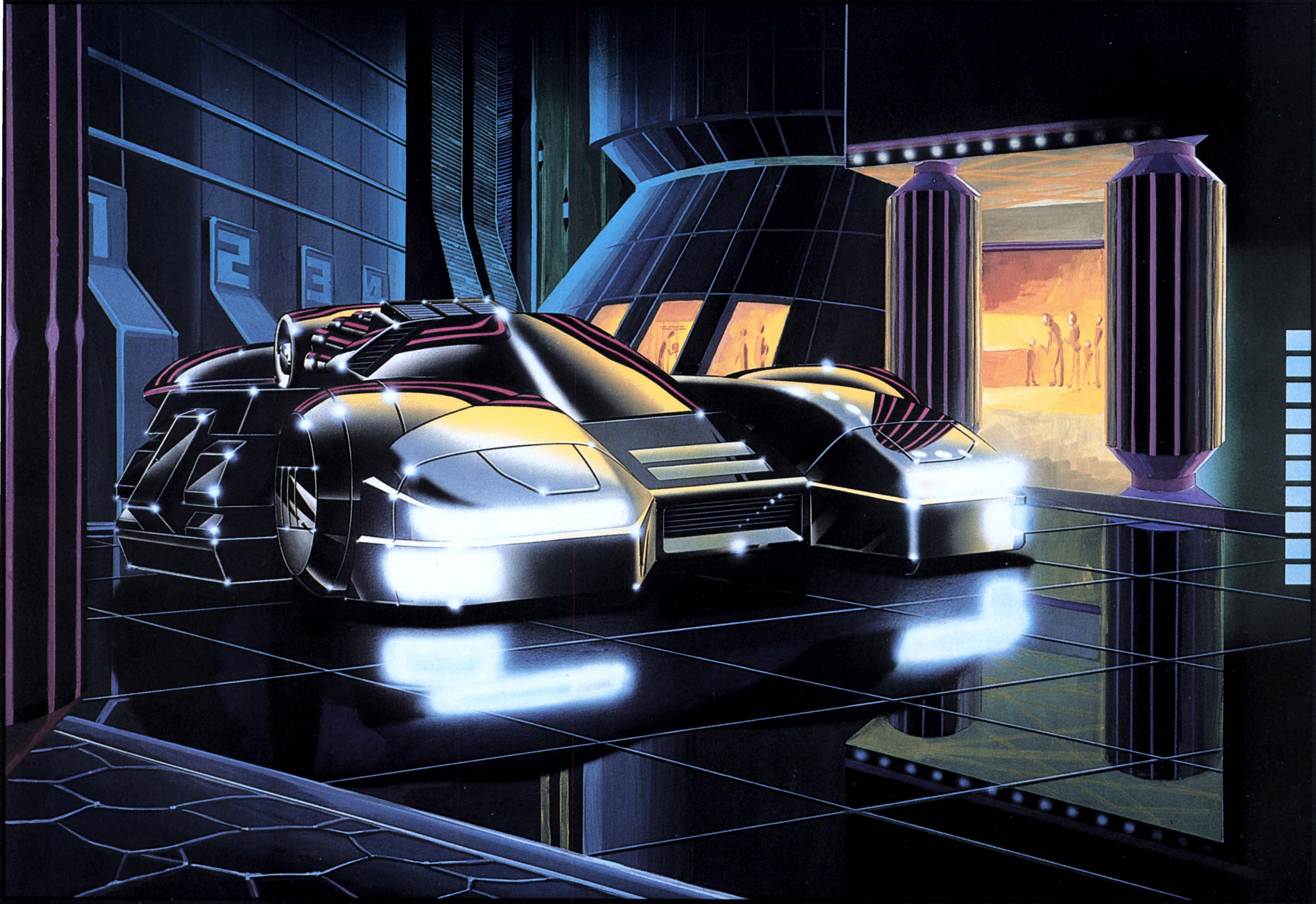
In 1953 Michael Kogan established Taito Trading Co. Ltd. and started to manufacture and sell small-sized automatic vendors. The company has since spent over 36 years expanding its product line and establishing itself as a leader in the coin-operated market.

Taito Japan's president, Kasey Hasegawa, has a positive direction for the company, which includes pursuing creativity, challenging the future, and contributing to society.

Its line-up of video games reads like a who's who of the industry. *Operation Wolf* and *Double Dragon* are just two Taito games that restored operators' faith that video games can make them money and have a fair return on investment. And who could forget a game that started it all, *Space Invaders.*

Last year, Joe Dillon was named president of Taito America. He brought a wealth of experience and an admirable rapport with operators to the position. He believes that operators are important and looks to them for suggestions. "Many of our ideas come from operators," he said. "We listen very closely to what they have to say. If they aren't healthy in this industry, no one will be healthy.

NIGHT STRIKER



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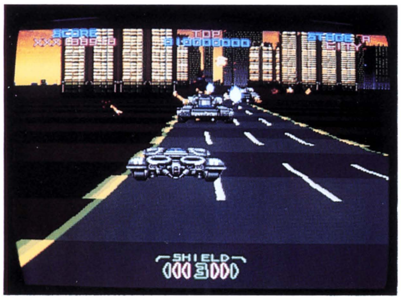
NIGHT STRIKER

NIGHT STRIKER is a one player shooting/driving game loaded with real excitement and outstanding graphics. Its fuly digital soundtrack includes the "New Age" sound of composer, Zuntata. The cabinet is comprised of ¾″ plywood and MDF, a proven strong high-density material. The cabinet is further covered with a durable vacu-form shell, giving it that futuristic and attractive streamline appearance. And special lighting techniques create the illusion that the cabinet is actually in motion.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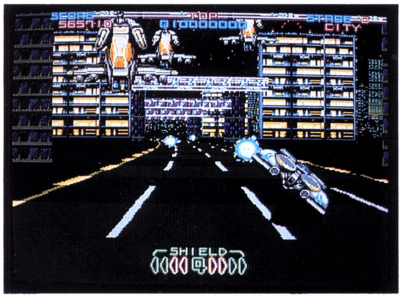
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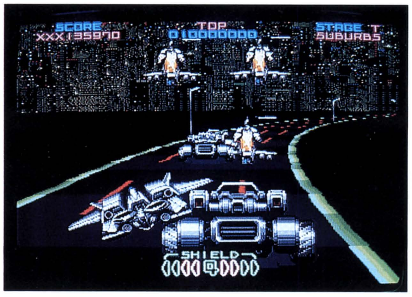
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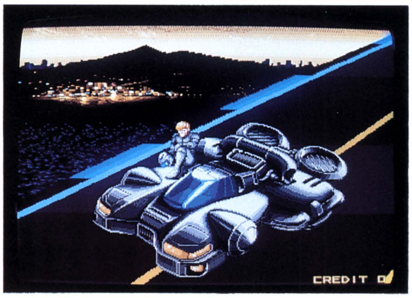

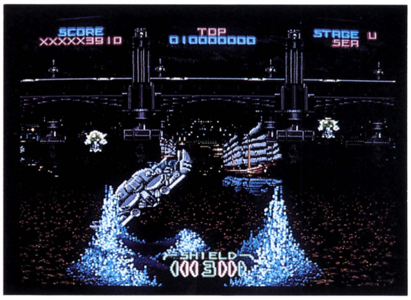
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Where the player is concerned, NIGHT STRIKER leaves little to the imagination. Its environmental cabinet surrounds the player with sounds, vibrations and spectacular lighting effects, resulting in an unsurpassed level of enjoyment. NIGHT STRIKER is not just a game . . . It's an experience!

In NIGHT STRIKER, periodic decision points allow the player to map his own course and choose each mission. The available courses take the player through cities, suburbs, factories, ancient temples, canals, the sky and even the open sea to search out and destroy the leader or "boss" villain in each mission. The player's arsenal includes rapid fire and guided missiles, using the control grip for direction.

NIGHT STRIKER
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And Taito's Continue Play feature allows the player to continue until the entire mission has been faithfully executed.

NIGHT STRIKER

TAITO

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Fax (312) 520-1309

"Operators demand fast service and when they call they want action," explained Dillon. "We have made it even easier for them to get what they need. If manufacturers don't make extra efforts to satisfy operators' needs, they are missing the boat."

Taito's latest creation is "Supertech," a symbol of its increased attention to customer service and renewed dedication to creating a quality product. Operators can call Taito's Bulletin Board Service seven days a week, 24 hours a day. Taito has made it possible for operators to earn a free modem by accumulating coupons, which are packed in each Taito dedicated game and kit, beginning with the *Plotting* and *Night Striker* dedicated games.

Taito is positive about the future of the coin-op industry. Although the company is involved in the home consumer market, it hasn't hurt operators with quick home releases. One example is *Operation Wolf.* It is just now available for the Nintendo system. "We know that operators are disillusioned with manufacturers that introduce the home version of a game too soon after the coin-op version. Our policy will be to give the coin-op version a respectable lead time," said Dillon.

Taito has not changed emphasis of its R&D resources. Taito continues to dedicate the majority of its R&D to coin-operated developments.

Since Dillon is so attuned to operators' suggestions and criticisms, Taito has increased its efforts on quality in response to operator demand. Bob Hayskar has been added to the staff as director of engineering to ensure outstanding quality in dedicated games, including cabinet design and construction.

Dillon also emphasized that there have been additions in service and parts personnel to supplement "Supertech" activities for excellent customer response.

Taito's philosophies, its experienced staff, and positive goals promise to keep Taito at the top of the heap for a long time to come. ☐

Left to right: Director of engineering Bob Hayskar, production manager Larry Stalmah, and vice president of production Ben Rochetti.

Rich Zver, controller/treasurer (l) and Jim Miskell, general manager.

FRAGILE HANDLE WITH CARE

Left to right: Kit production manager Wicktor Augustyn, assistant shipping and receiving manager John Pipp, and manager of shipping and receiving Dave Kuhrt.

AAMA
U S A
AMOA

From left: Bob Fay, Clyde Knupp, Dave Patterson, Gil Pollock, and Frank Cosentino.

AAMA/AMOA amuse Olympic athletes

AAMA and AMOA recently sponsored an arcade-style game room to entertain Olympic hopefuls during the U.S. Olympic Festival, held in Oklahoma City on July 21-30. Sixteen pieces of the latest in coin-op amusement equipment were set on free play for the athletes.

The game room was officially opened at a ribbon-cutting ceremony attended by AAMA president Gil Pollock, AAMA executive vice president Bob Fay, and AMOA president Clyde Knupp.

The two associations worked in conjunction to sponsor a similar game room last year in Los Angeles. Athletes and staff were entertained during their three weeks of final processing before leaving for Seoul, Korea, to participate in the 1988 Olympic Games.

"Our equipment is a terrific diversion from the pressures of competition for the athletes," Pollock said. "Last year's room was so successful that we were really enthusiastic about a second annual Olympic game room at this year's festival." Knupp added, "We would like to make this an annual event and hope to be able to take the equipment to the '92 Games."

Dave Patterson of SunBelt Amusement and Vending in Oklahoma City donated his services to deliver, set up, and maintain the equipment.

NAMA opposes tobacco legislation

Sen. Frank Lautenberg of New Jersey has introduced a bill called the "Adolescent Tobacco Prevention Act," and the National Automatic Merchandising Association (NAMA) is vigorously opposed to it.

The bill would authorize, for five years, $100 million in incentive grants to be distributed through the existing preventive health block grants program. It's for states that enact and enforce three laws: (1) establish 18-or-older as the minimum age for the sale of tobacco products; (2) limit the sale of cigarettes in vending machines to places where minors are not permitted; and (3) prohibit the distribution of free tobacco product samples.

NAMA's attorney Richard Funk, in a letter to Sen. Lautenberg, said that the first two ideas were irrelevant because 47 states already have laws prohibiting the sale of tobacco products to minors. A just-completed study of teenage tobacco purchasing habits by NAMA shows that of teenage smokers who buy cigarettes, only one in 11 frequently buys from vending machines.

Funk went on to say that in this era of massive federal deficits, such useless incentives go beyond the realm of responsible legislating.

Belam on the move

Vic and Mark Haim have sold their ownership of Belam to the Corton Beach group in England. Corton Beach is a diversified, aggressive, and acquisitive public company that is seeking further penetration in their business. It owns Suzo in Holland, the largest European supplier of parts to our industry, and Deith Leisure, a major English distributor.

Belam has hired new personnel and expanded its product lines. Simon Deith has been named as a key salesman, and Randy Boreman was added as service manager.

Belam's international sales penetration was strengthened by adding the Sega, Data East, SNK, and Rock-Ola lines to its list of factory distributions. In addition, Namco has appointed Belam as the exclusive distributor of *Winning Run*, its sophisticated but expensive driving simulator.

Also, Belam has moved into a new, expansive facility on Long Island, renovated to suit its increasing requirements.

Plans underway for Nightclub & Bar Expo

Show organizers are planning the seventh semi-annual Nightclub, Bar, and Restaurant Expo, to be held at Chicago's Rosemont/O'Hare Expo Center on Feb. 5-7, 1990.

Sponsored by Nightclub & Bar Magazine, the expo serves professionals in the nightclub, bar, restaurant, and hotel industries. The show features a wide range of exhibits, workshops, and seminars for hospitality professionals.

"This is the first time the expo has been held in the Midwest," said show producer Ed Meek. "The site was selected based on a national survey, which indicated strong interest in Chicago because of the leadership role this market has in the industry. We expect to have the largest attendance in the history of the exposition."

For more information, call (800) 247-3881 or FAX (601) 236-5541.

Here's a kit that proves crime can pay.

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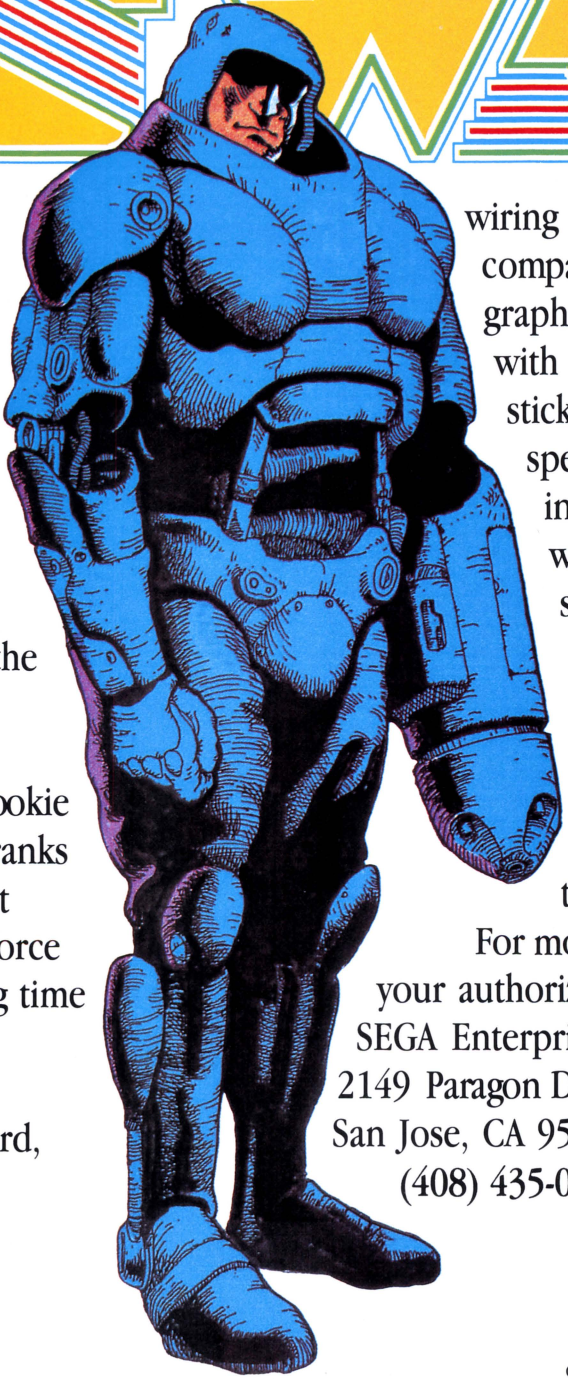

Who says Crime doesn't pay? With the help of this heavily armored officer of the ESWAT™ team, players will be lining up to do battle with street punks, thugs, terrorists, and international crime czars. And the more they fight, the more you earn.

ESWAT is an intriguing adventure that follows a rookie beat cop up through the ranks until he becomes the most powerful, heavily armed force ever unleashed against big time crime.

The ESWAT kit comes complete with circuit board, wiring harness (JAMMA compatible), full cabinet graphics, twin control sets with motion control joy sticks, fire, jump, and special weapons buttons, in–cabinet control panel with volume control, service switch, and test switch, and high–resolution graphics. The game's three rounds and 15 stages allow player buy–in through the 14th stage.

For more information call your authorized SEGA distributor.

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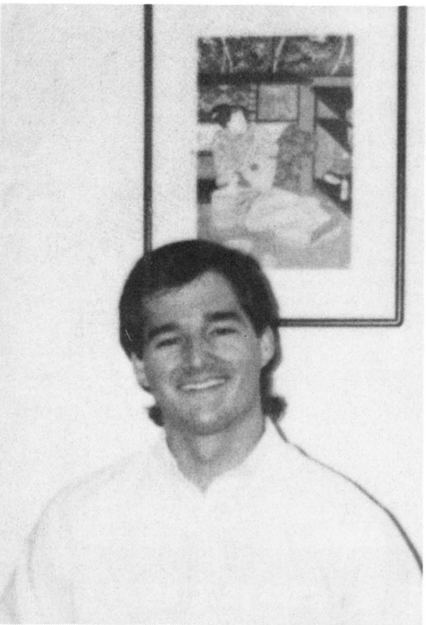
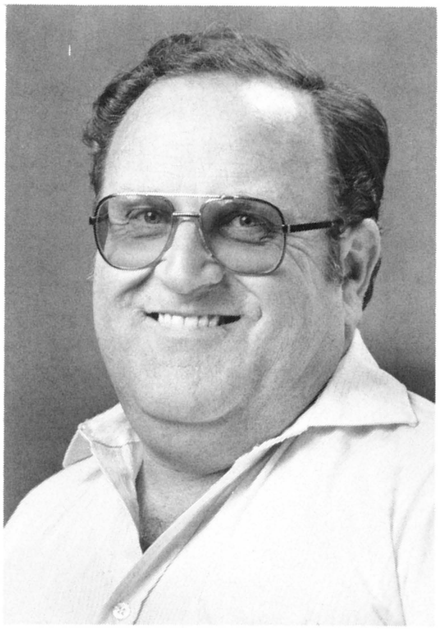


Jeff Peters



Tommy Lynn

SNK adds Peters, promotes Lynn

Jeff Peters has joined SNK Corp. of America as the software manager. His responsibilities will be to provide the necessary information for market testing and to work with the software engineers in Japan on updates and refinements. He will also assist the consumer division with customer service.

Prior to joining SNK, Peters was involved in various aspects of the amusement industry. He created the first U.S. National Video Game Team and competed worldwide. He also created "Video Game Player," a consumer magazine dedicated to the sport of video playing. Most recently, Peters was owner/operator of JCS Design, a graphic design company in Southern California.

"Jeff's abilities as a video game player, and his past experience in different aspects of the video game business, will be a great addition to our ongoing dedication to the coin-op market," said John Barone, vice president of the coin-op division.

In another personnel move at SNK, Tommy Lynn has been promoted to service manager of the coin-op division. He joined the company a year ago as a service technician, performing job repair and technical support.

In addition to heading up the parts and service department, Lynn will also provide support to engineering and production, reporting to Neal Zook, director of operations.

"Tommy has demonstrated an excellent rapport with the distributors and operators who call in, and his organizational skills are exceptional," Zook said. "We feel that Tommy has contributed greatly to SNK's recent success."

Sympathy extended to Ballouz family

We join with the rest of the coin-op industry in extending our heartfelt condolences to Frank Ballouz, president of Fabtek, on the recent loss of his mother.

Frank's mother suffered a heart attack during her sleep and died on Aug. 21. Fabtek's Drew Maniscalco said his mother, who lived next door to Frank's mother, realized something was wrong and called the police, who broke down the door to Mrs. Ballouz's home.

Funeral services were held on Aug. 26 in New Jersey. □

Landsberger joins Williams/Bally

Russell Landsberger has been named to the position of vice president of material management and purchasing for Williams and Bally Midway. He previously held the same position with Reliable Electric Co., a manufacturer of telecommunication phone network equipment. Landsberger directed material and purchasing functions within the company's five U.S. plants.

Ken Fedesna, vice president and general manager of Williams and Bally Midway, said, "Russ has impressive credentials and vast experience in management resource planning, just-in-time procedures, and total quality control, which will help us greatly as we start implementing these programs here."

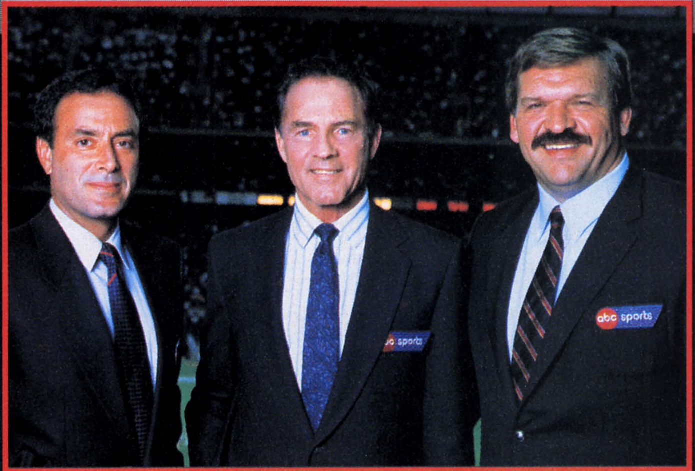
Landsberger will be responsible for planning, directing, and controlling all activities related to material planning, flow and control, scheduling of materials, and purchasing. His duties also include the many related aspects of distribution, inventory control, scrap reporting, and control of associated material management systems.

In another company news, Larry Kesselman has been named to the position of vice president of business development.

Russell Landsberger

20 MONDAY NIGHT FOOTBALL abc

SPECIAL EDITION PINBALL



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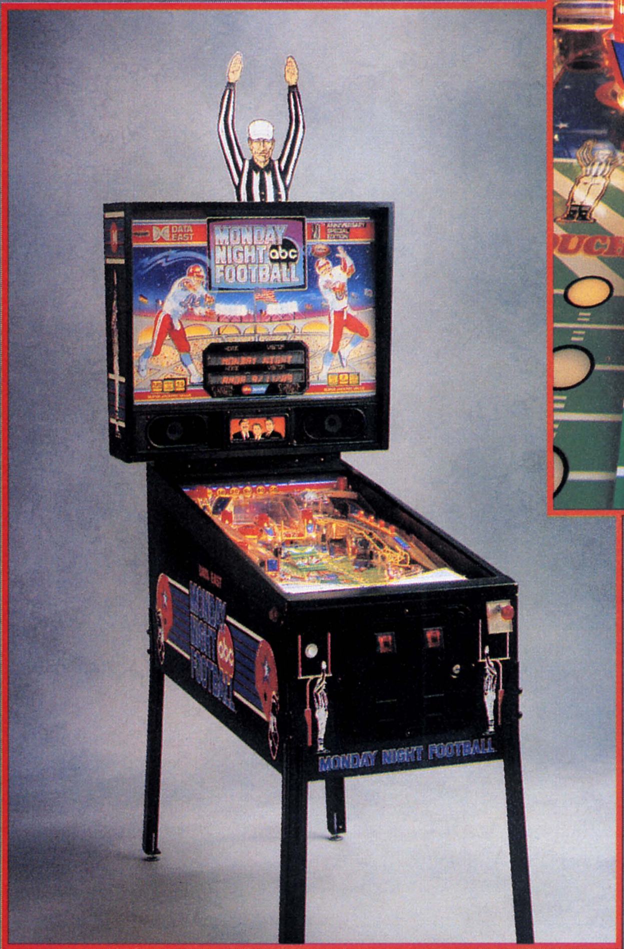
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Judge upholds ruling

On Aug. 9, U.S. District Judge J. Spencer Letts, sitting in Santa Anna, Calif., issued an order enjoining the replication and distribution of unauthorized and infringing copies of *Quarter Horse* video discs. The discs, made by Disctronics Inc. at the request of Canada's Century Electronics and California's Broadcast Edit, a production studio, were found to be illegal. The illegal discs are on a LaserVideo label titled "Deluxe Edition."

Judge Letts' order again upheld the ownership rights of Dale Rodesch, copyright holder and developer of the game. Rodesch has sued companies that have replicated unauthorized versions of the copyrighted discs.

As reported earlier this year, Rodesch obtained a substantial monetary settlement from a Detroit federal court, as well as injunctive orders for versions there and in New York.

Arjay Export Co. of Hyannis, Mass., is the exclusive marketing agent for the *Quarter Horse* game.

At the Paris unveiling of *Black Knight 2000*, (l to r): Marty Glazman, Didier Salmon, Steve Ritchie, and Ed Boon.

French toast a knight to remember

Williams Electronics' *Black Knight 2000* pinball received a grand unveiling at a recent gala in Paris. The event was lavishly staged by Didier Salmon and his company, Player Special Diffusion, Williams' exclusive French distributorship. The festivities included a Lido-type extravaganza that lasted well into the night, replete with cheeky female dancers.

In related news, Williams announced that its pins now make up over 60 percent of the French flipper game market.

Capcom donates home video equipment

Realizing that video games are excellent therapy for young patients confined to the hospital, Capcom has developed a community program called the "Capcom Children's Corner." The company will donate $50,000 worth of video equipment and games to children's hospitals and pediatrics wards in California over the next year.

Says Capcom's Joe Morici, "This is an opportunity for us to contribute to the quality of children's lives and make a difference."

The project was launched at Children's Hospital of San Francisco. It included video game enthusiast Paul Kantner, leader of the legendary and recently reunited rock band Jefferson Airplane.

Perceptive Resources ships 500th game

Perceptive Resources, a manufacturer of games of skill, has shipped its 500th *Quarterflash* game. President John Neely has announced two new games to follow the success of *Quarterflash* and *Robo Claw*: *Dragon Master* and *Garbage Pals*. Both were released in September, and a third game will be introduced in October.

Perceptive Resources also supplies electronic and mechanical parts, service, and research to many other manufacturers in the amusement industry.

For more product information, call (813) 379-9100 or (813) 379-9200.

Nintendo forms NES network

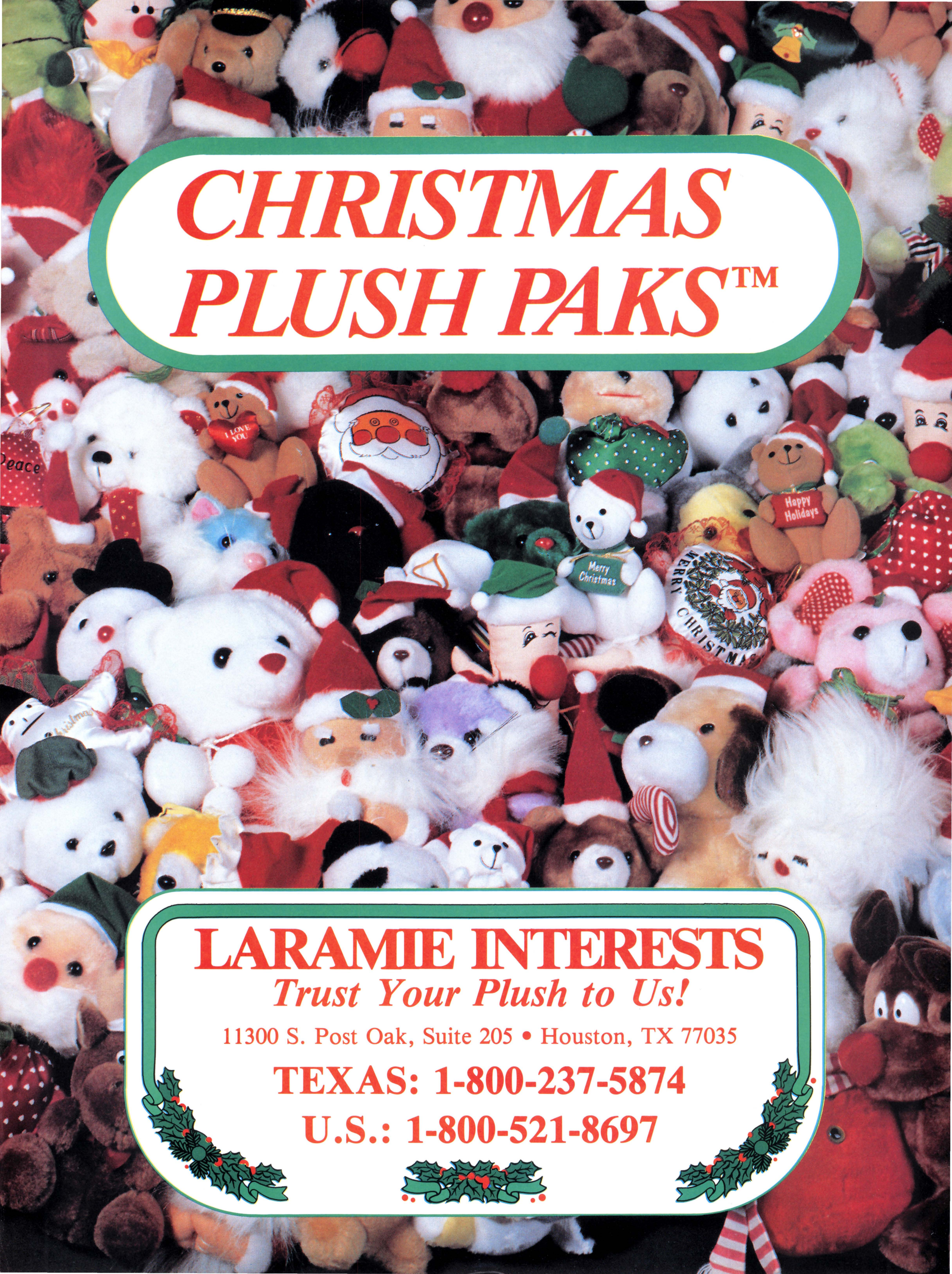
Nintendo of America has established an "NES Network" division to develop and market entertainment and informational network products. Jerry Ruttenbur will assume the newly created position of vice president of network products.

Ruttenbur comes to Nintendo with experience in both the entertainment and technology industries. He will be responsible for the design, marketing, and sale of products for the NES Network.

"This position is a critical step toward the evolution of the burgeoning home entertainment systems category, as we expand the use of the Nintendo Home Entertainment System beyond traditional home video game play," said president Minoru Arakawa.

Nintendo plans to incorporate a modem, and proprietary software will provide services such as stock purchase and trading, as well as home banking. In addition, Nintendo video players will be able to compete one-on-one with players around the country using the NES Network.

Said Arakawa, "By the end of 1989, more than 20 million U.S. households will have the NES, and in 1990, each of these households will have access to the NES Network."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STATE UPDATE

Florida

Kathey Fanning, coordinator for the Florida Amusement/Vending Association (FAVA), reports that the long-simmering crane issue has, for the most part, been put to rest. Operators in Florida were forced to play a wait-and-see game as to the crane's legality until July 3, when the Department of Business Regulation issued its final guidelines for legal operation. Both sides appear to be happy with them. Let's hope operators comply with the guidelines, because Lord knows they don't want to open this can of worms again.

Unfortunately, though, the same guidelines deemed penny fall/coin pusher machines strictly games of chance and therefore illegal in licensed locations where alcoholic beverages are sold. Fanning said FAVA is working with the legal staff at the DBR, trying to establish some new guidelines for the machines' operation in the future. But again, as of now, they are strictly taboo in the aforementioned locations.

In other news concerning Florida, FAVA's Fifth Annual Vending Show has been scheduled for Feb. 2-4 at the Omni Expo Center in Orlando. The show's theme will be ''Positioned for the '90s.'' Call Fanning at FAVA headquarters, (904) 878-3134, for general or exhibiting information.

Georgia

The city commission in Buford, Ga., has voted to legalize coin-op amusement and cigarette machines, with the stipulation that operators obtain licenses and pay fees to the city. Operating cigarette machines and jukeboxes carries an annual license fee of $250 per machine, while videos, pins, pool tables, and like devices have a yearly tariff of $500.

The new ordinance overturns a 1960s Buford law that outlawed pinball machines. They were banned because of concerns that teenagers would congregate around them, according to Commissioner Phil Beard. Formerly, the machines were located in nearby areas, but not within the Buford city limits. ''We had them; we just didn't have them in places where we would've been responsible,'' he said.

New York

Operators and distributors in Niagara Falls, N.Y., have received a *reduction* in their amusement license fees, a move that signals a spirit of cooperation between them and the city clerk's office. The city had, in previous months, become more diligent in its collection of overdue license fees.

The new amusement ordinance, passed by the city council, eliminates a $100 distributor fee, a $2 fee for machine seals, and a $50 fee for six or more games. The yearly license fee for each game is $27, though that fee was reduced to $23 if operators mailed in their licensing applications and fees for each location by Oct. 1. The maximum fee for one location, with an unlimited number of games, is $500.

''Last year, too much office time was spent asking people to pay license fees,'' said City Clerk Elsie Paradise. ''It appears that the only way to expedite payment is through the citation process, which will be implemented when unlicensed machines are found. This office has worked with the council members to ease the license fees, and we look for cooperation in return.'' ☐

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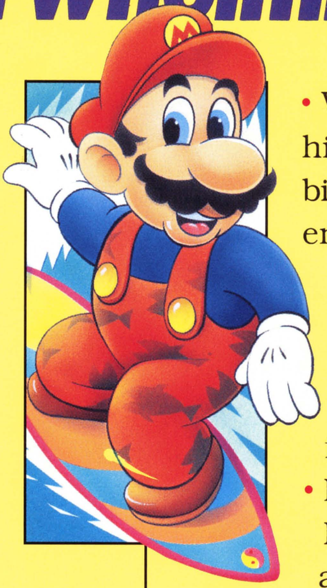

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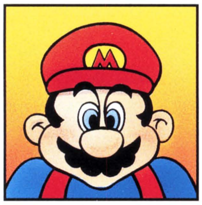
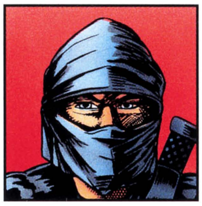
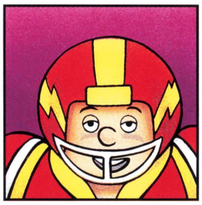


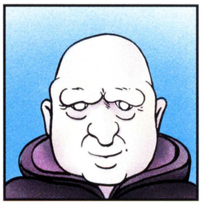
Super Mario Bros. 3™



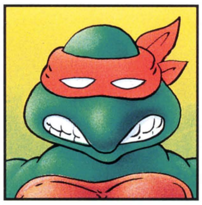
Ninja Gaiden[1]



Tecmo Bowl[1]

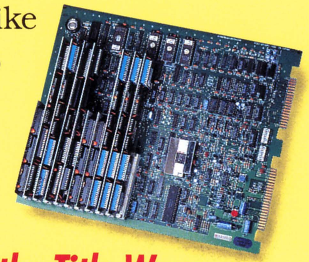


Fester's Quest[2]



TMNT[3]

- Our ever popular video heroes, Mario and Luigi are back at it and better than ever in Super Mario Bros. 3.
- Ninja Gaiden gives players a chance to help Ryu, the ultimate Ninja, in his quest to rid the world of evil doers.
- With Tecmo Bowl the gridiron hits keep coming as the NFL's biggest and best go head-to-head, end zone-to-end zone.
- The outrageously spooky Addams Family is back, in Fester's Quest, Uncle Fester's kooky campaign to stop aliens from invading planet earth.
- In Teenage Mutant Ninja Turtles, Don, Raphael, Mike and Leo spring to the rescue of their friends who have been kidnapped by the evil Foot Clan.



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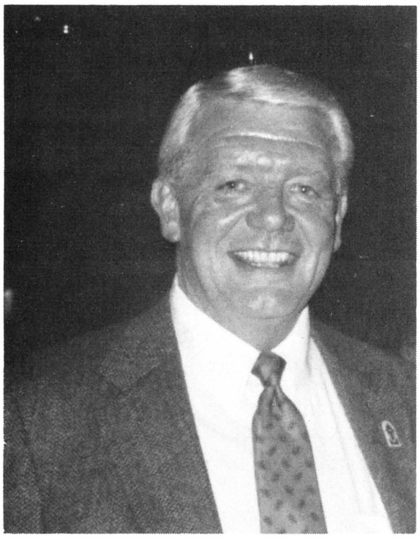

With the controversy over video pokers still swirling, we thought it an opportune time to talk to Phil Benson, owner of Montana Music Rentals in Missoula, Mont., since 1980. Benson, a former president of the state association and a current AMOA vice president, was an instrumental participant in the push to legalize video pokers there in 1985 (known as the Montana Video Draw Poker Act). In fact, Montana is looked upon as a model for those states seeking to pass video poker legislation.

Let's start with a little background. What were the conditions in Montana that prompted the video poker legislation you have today?

Myself and a couple of other operators in the state were the ones who decided that we had to go after this legislation. The gray area market was in tough shape; our state Supreme Court had ruled that video poker was not a game of skill. They were therefore considered illegal, and we were told to get them off the street. But we decided that there was enough potential income to make us happy, and the technology was there to make the state happy, too.

How were you able to get legislators to vote for this?

We presented a bill to the Legislature that was squeaky clean. One of the keys to passing the legislation was tying it to an on-premise, all-purpose beverage license. You can't just put a video poker machine in a drug store, for example. But even so, we barely got the bill through both houses of the Legislature.

The integrity of the count that was going through the poker machines was going to be there via the triple redundancy on the meter readings. At first, our own state operators were against going on-line. We wanted to go on-line phone modem with the machines, so that they would be on-line back to a computer in our office. That computer would've been hooked to a master computer in the capital city of Helena. But the coin machine operators didn't want to do it, and neither did the Bar (tavern) Owners Association.

So what procedure was finally agreed upon?

The state has applications that you must fill out. They do a background on you and your partners, if there are any. You then are okayed as a coin machine operator to do business with video poker and keno. The state is paid a yearly fee of $1,000. Plus, when we send the applications into the state, we also include a check for $200 for each machine. The state turns around and sends $100 of that back to the city or county.

Phil Benson (r) at the AMOA Government Affairs Conference earlier this year with Toni Peters of A.H. Entertainers and Randolphe Flowe of Greenwood Music Co.

Next, the state sends us back the applications. We go to the bar locations and have them fill out the form, put the liquor license numbers on there, and so on. The machine serial numbers are put on the form and sent to the state, along with an audit ticket. They send us back a little decal that we put on the machine. The machine is then placed in a location.

Every week, the collectors go out and collect the money from the machines. We take out two audit tickets, one for the location and one for ourselves. The soft meters are then matched up with the hard meters to make sure they're working right. This is done for 13 weeks, or one full quarter. At the end of the quarter, we, through our computerization, subtract and divide out all of the money that went through the machine during the entire quarter. We also note all of the money that was paid out. The "awarded" and "played" meters allow the state to determine whether or not the machine is paying at least 80 percent. Our law says a machine has to pay at least 80 percent, but nobody's going to play one that pays only 80 percent. All of our machines are paying right around 90 percent, some even higher than that.

For example, if there was $200 in a machine and $100 paid out, the net would be $100. Of that net, 15 percent or $15 would go to the state off the top. The collector brings in that $15, which goes into

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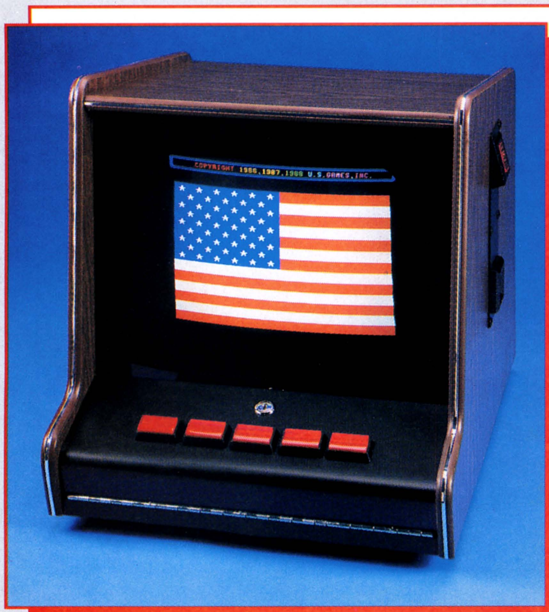

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a trust account at the bank. The other $85 is split 50-50 between myself and the location.

Did the state relent because of a need for revenue, putting any "moral" opposition to gaming aside?

Oh, goodness yes. Montana is the fourth largest geographical state in the country; it's 800 miles wide and 600 miles deep. But we've got just a hair under 800,000 people living here. Also, there's 56 separate counties with some form of county government. They are all broke, the cities are broke, and lots of federal money has been taken away.

How is the money distributed among the state and the various counties/cities?

Two-thirds of the money given to the state is sent back to the city and/or county where the machines are located. The state keeps one-third plus the licensing fees, and the money goes into the general fund. The county or city is free to spend the money however it decides. The funds aren't dedicated to a specific purpose.

In fiscal year '87-'88, the city of Missoula got back $545,000; the county got back $145,000. The map will tell you there's about 33,000 people, but the greater Missoula area has 70,000 people, which includes the city and the county. In fiscal year '88-'89, which ended in June, my city got back over $700,000. The county received over $200,000. It is a volunteer tax that the players themselves are paying; they aren't being assessed that as individuals. This helps to offset some of the extremely high property taxes leveled in Montana.

My mayor is very religious. He wants no part of gaming and has told me that if he had his way, we wouldn't have video poker. But after the first checks came in, he called me to say we were right. Our city is going to run well now that the revenue hole has been plugged. The chief of police, the county commissioner, the city council, and the Chamber of Commerce all feel the same way. We're partners now; it's not like we're the bad-guy coin machine operators any more.

> ***"There are about 35,000 video poker machines in western Pennsylvania that are in jeopardy."***

Here is an industry that last year generated $13,290,000 for the state. The interesting thing is we, the coin machine operators developed this industry at no cost to the state, cities, or counties. We are maintaining it with our dollars and the tavern owners' dollars. It doesn't cost the government one penny to implement or enforce it; we're self-sustaining.

As of this minute, there are only three states that are running video pokers. Nevada is full-blown, New Jersey has it in the resort areas only, and Montana has it statewide. On Sept. 20, South Dakota is going on-line via their lottery, but the coin machine operators are still going to have control of the poker machines.

Tell us about a recent district court ruling in Pennsylvania and its implications for video poker.

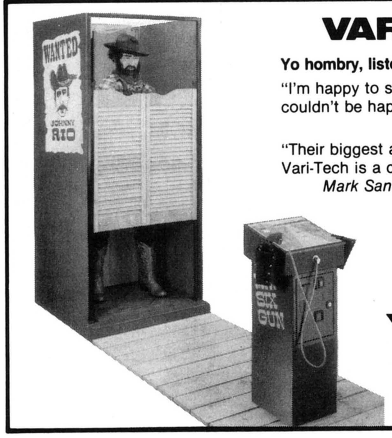
State and federal people are starting to look at gray area poker machines, which is causing serious problems in some areas of the United States. The western 23 counties of Pennsylvania are going through a bad time. District Judge Jerry Weber ruled, point blank, to get them off the street. His ruling was written in such a way that to fool with pokers at all violates the federal law for interstate transportation of gaming equipment. The ruling, unfortunately, may have a domino effect for other states, not just the western half of Pennsylvania.

It all started five or six years ago, when someone there asked for an opinion on video pokers. This judge is in failing health, and he was literally cleaning materials out of his closet that he hadn't gotten to yet. He signed his name to it and went into the hospital.

There are about 35,000 video poker machines in western Pennsylvania alone that are in jeopardy. I know of coin machine operators turning them in to the FBI by the truckload. As I said, the ruling is going to have far-reaching implications. The operators there are in big trouble.

Even though Montana is considered a "model" state for video poker legislation, do you think a more populous state—say California or New York—could extrapolate yours as is, or would changes have to be made?

California has so many operators, whereas Montana only had 50 when we started out. In fact, we had trouble trying to get 50 operators together. California and Pennsylvania, with their thousands of operators, are going to have troubles getting legislation through. You have to be united when you go up to the Legislature, or nothing will ever get done. The first thing the legislators notice is a group that's split within its ranks.



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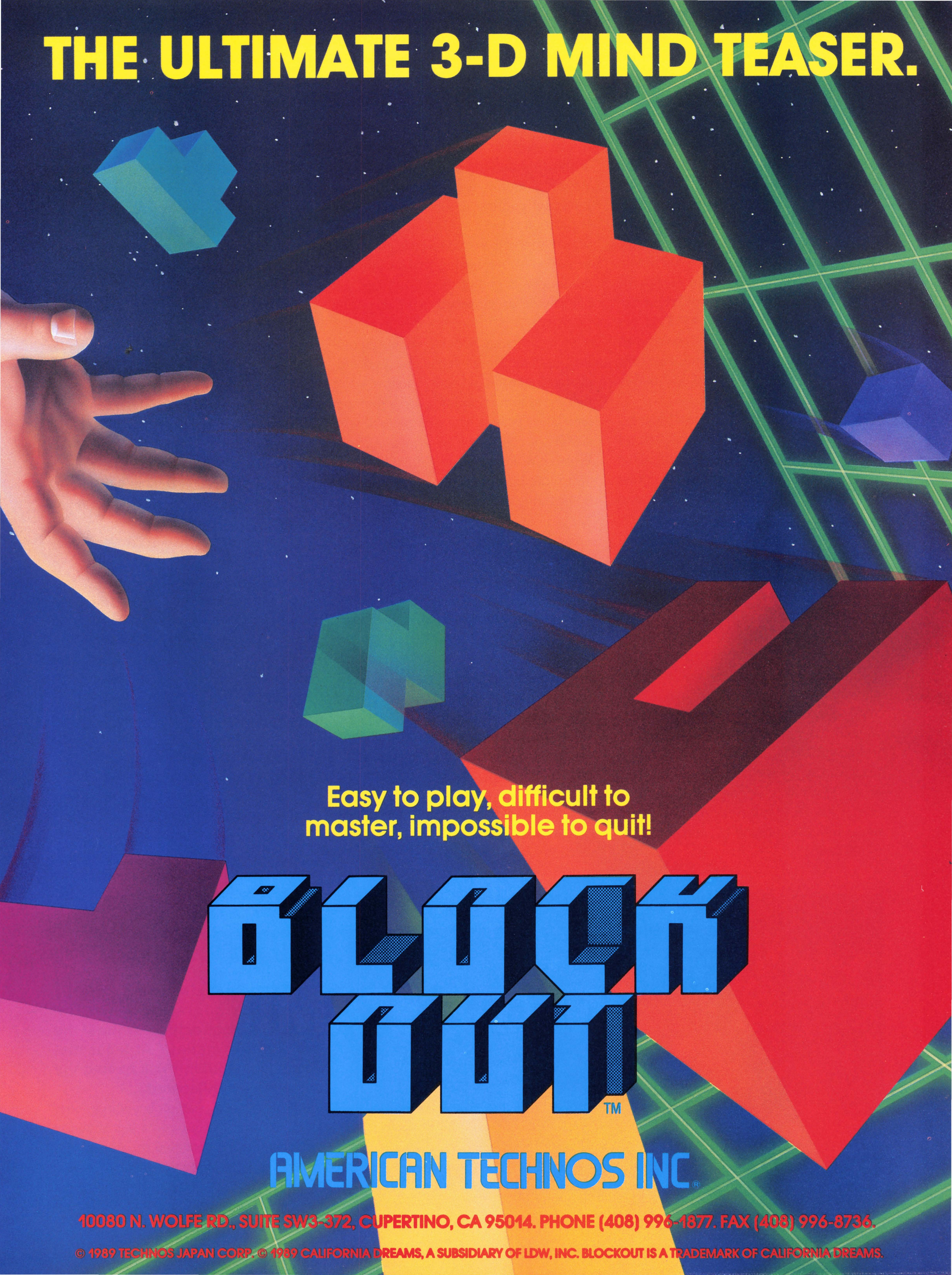
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Let me give you some figures. In Montana, with a population of 800,000, the operators, tavern owners, state, cities, and counties split up $88,600,000 worth of profits. That's $111 per year, per capita spending for every single person in Montana. Compare that with what Pennsylvania, for example, could potentially earn. They have a population of 11,850,000. Multiply that by $111 per capita spending, which is probably low because of our smaller economic base, and what you produce is $1,315,350,000 in profits!

So, continuing the example, if you extrapolate that into our law, the state of Pennsylvania would get 15 percent of the net. That comes to $197,302,500 that could be split between the state, cities, and county. Two-thirds to the cities and counties, one-third to the state. The potential there is incredible. They've got over 60,000 poker machines there, compared to 8,687 machines in Montana.

What's been AMOA's role or position concerning poker legislation?

Former AMOA president Wally Bohrer came to Montana during his presidency and looked at how successfully we were running our industry. He could not believe it. The number one question he had during his presidency was what's going to be done about video pokers or gray area equipment in general. Wally decided to form an ad hoc committee for AMOA, and he put me as the chair.

The purpose of this committee—the Truth In Amusement Committee—is to develop model legislation for coin-operated gaming devices. This model legislation is to be made available, along with the expertise of committee members, to any state requesting assistance. The committee is one of the best things that could've ever happened to the operating industry.

So in fact, what AMOA is doing is coming out of the closet. It had always decided not to take a stand on it, but now we're willing to join in and help operators get legislation passed. I'm very pleased with AMOA's role. AMOA attorney Elroy Wolff in Washington, D.C., has been trying to coordinate all of the different legislation coming in.

> ***"You have to be united when you go up to the Legislature or nothing will ever get done."***

But getting back to the individual states, there's lots of factors that come into play from one to the next. Some counties in a state may be dry (no alcohol), so you couldn't have pokers there. Some have strong opposition to gambling from the Bible Belt, while others have different age requirements for playing the machines. You have to be 18 in Montana. When you take all of these variables into account, you see why it would be hard to adopt our law as is, without tailoring it to the needs of the state, city, or county.

It seems operating gray area pokers leaves operators at the mercy of law enforcement's whims, never knowing when they're going to spring a raid.

Let me tell you a story. R.R. "Whitey" Schroth was a former AMOA director and vice president; he was also mayor of a little town outside of Portland, Ore. He only had 42 machines on the street. About five years ago, the feds came in under RICO and picked up every one of his machines. This was a Sunday morning; he came home from church and found the feds surrounding his house.

They read all of the "in" meters on every one of his poker machines. So let's say he's got a machine that had 150,000 run through it for the year. They multiplied those meter readings by 25 cents and slapped him with a big tax bill. "You owe us this much money," is what they told him, and of course Whitey didn't have it. He couldn't say that he was paying out on the machines, because then he'd have been admitting to violating federal laws by paying out on a poker machine. He ended up losing everything, and it got drawn out in court so long that Whitey ended up getting very sick and passing away. That's how strong it is.

I'm a coin machine operator running poker machines legally. If I was operating the same number of them gray area, I don't think I'd make it another five years, because I wouldn't be able to sleep at night.

It may sound simplistic, but why don't the operators leave the machines unmodified, without the knockoff switches? At least that way they wouldn't risk having the machines confiscated.

They'd catch less heat, but who's going to play them? You won't get anybody playing a poker machine for amusement only. Besides saying you cannot install a knockoff switch or extra metering on a machine, Judge Weber's wording pro-

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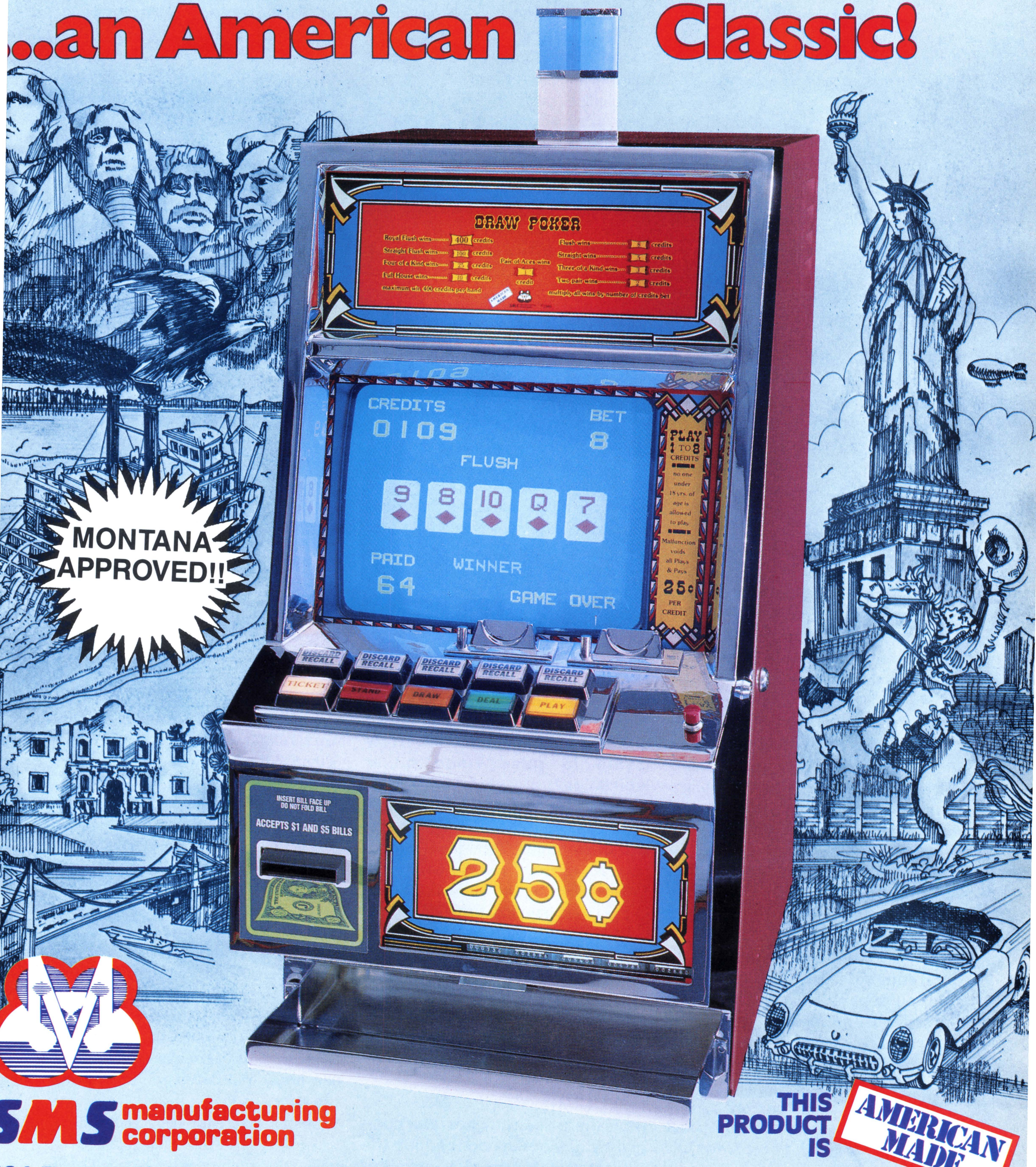
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hibits the manufacturers from *manufacturing* a potentially modifiable machine. So his decision would wipe out even those machines that haven't been tampered with.

What risks or penalties do operators face from law enforcement? Seizure, destruction, fines, jail time, etc.?

I know of an operator in Tennessee who signed a piece of paper with the feds, saying he'd never do it again. They let him off, and he did it again. After signing the paper swearing he wouldn't do it a *third* time, he turned right around and did it anyway. Business was so good that he kept doing it. The fourth time, which was just recently, they fined him $1 million and gave him six years in jail. A couple of others were sent to halfway houses.

Look at what happened to Whitey in Oregon; they took literally everything. When you get the feds and RICO involved, you're in trouble.

So what it boils down to is this: either a state association comes up with video poker legislation and becomes partners with the state, or its operators risk having law enforcement show up out of the blue to take everything away.

Exactly. That's why I was saying I couldn't sleep at night if I was still operating gray area, because I'd never know if some county attorney or some sheriff might get mad at me. They might decide one day to get me off the street and start a crusade to do it. So not only do you have problems with the feds, but there's all kinds of local problems to deal with. They can come pick up your machines on a whim.

Some critics of video pokers argue that they're simply slot machines without a payoff slot, and that the "for amusement only" sticker is merely a facade. How do you respond?

Well, it is a facade, but nobody wants to talk about that. That's what AMOA is saying. We're trying to develop model legislation, and though it's not perfect, it's a hands-on tool for convincing your state association that the grass is greener on the other side (legal versus gray area). Because then you're partners with the state and with law enforcement.

As long as you're running clean, you don't have to worry about the IRS, RICO, or anything. Your tavern owners love you and your employees love you because you're able to pay them more money. When I was running gray area, I had eight or nine employees; now I have 16. I've got another truck. There's a lot of paperwork involved, having to send this and that to the state, but I don't care. When something is working this well, you have to work a little harder, but it pays off.

I compare it to a fine piece of gold: .999 pure. There's less than one-tenth of one percent non-compliance with the law in Montana. That's why it's been so successful. We make sure the state stays happy with us. Now that we've come this far with the video poker legislation, it would be unbelievably foolish to start cutting corners and try to sneak something past the state.

Have there been any operator complaints in Montana concerning the IRS or the state snooping into other parts of the route, now that they see how much money video poker brings in?

No, not that I know of. But in this last legislative session, we had to fight because we had a new governor who wanted to get us for 50 percent of the net profits. I mean, talk about killing the goose that laid the golden egg. We fought down to 25 percent and then luckily got it maintained at 15 percent.

We were able to show that just on a natural growth basis, we as businessmen were able to make our industry grow. When have you ever seen a bureaucratic organization of any kind grow without it costing them any money? This industry has grown and provided income for the state, counties, and cities, yet we haven't cost them anything. When a video poker machine is out of order, that's the number one priority for my technicians and most other technicians across the state. You can't let it stay down for three or four hours, because that costs both you and your city money.

Giving the state control of the pokers would kill it. The machines have to remain in the hands of the private sector.

"I don't think I'd make it another five years if I was operating gray area, because I wouldn't be able to sleep at night."

What kind of reading do you have on the number of states presently trying to pass video poker legislation?

Up until Sept. 20, there were 41 states running video poker machines. Only three states are operating them legally: Montana, New Jersey, and Nevada. South Dakota came on-line on Sept. 20, and Oregon is coming on, but I don't know the date. That'll give us five, which leaves 36 states running gray area. I know Tennessee is making a big effort to educate their operators and their legislative body as to the prosperity in Montana. The biggest problem these states face is educating from within, teaching their own coin-op associations.

Now that Montana operators are doing so well with video pokers, have the other parts of their route expanded due to the increased income?

Yes. What's happened with me, for instance, is I've been able to allocate money specifically for jukeboxes. When I first bought the route the jukeboxes were in horrible shape. I spent my money on the videos that were doing well, which didn't leave any for jukeboxes. But we've since beefed up the jukeboxes, and that's important, because jukeboxes are the backbone of a route.

One thing that has happened to us is we've lost some of our smaller pool locations. We've put enough poker and keno

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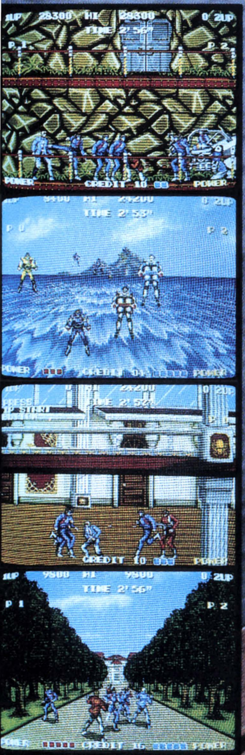
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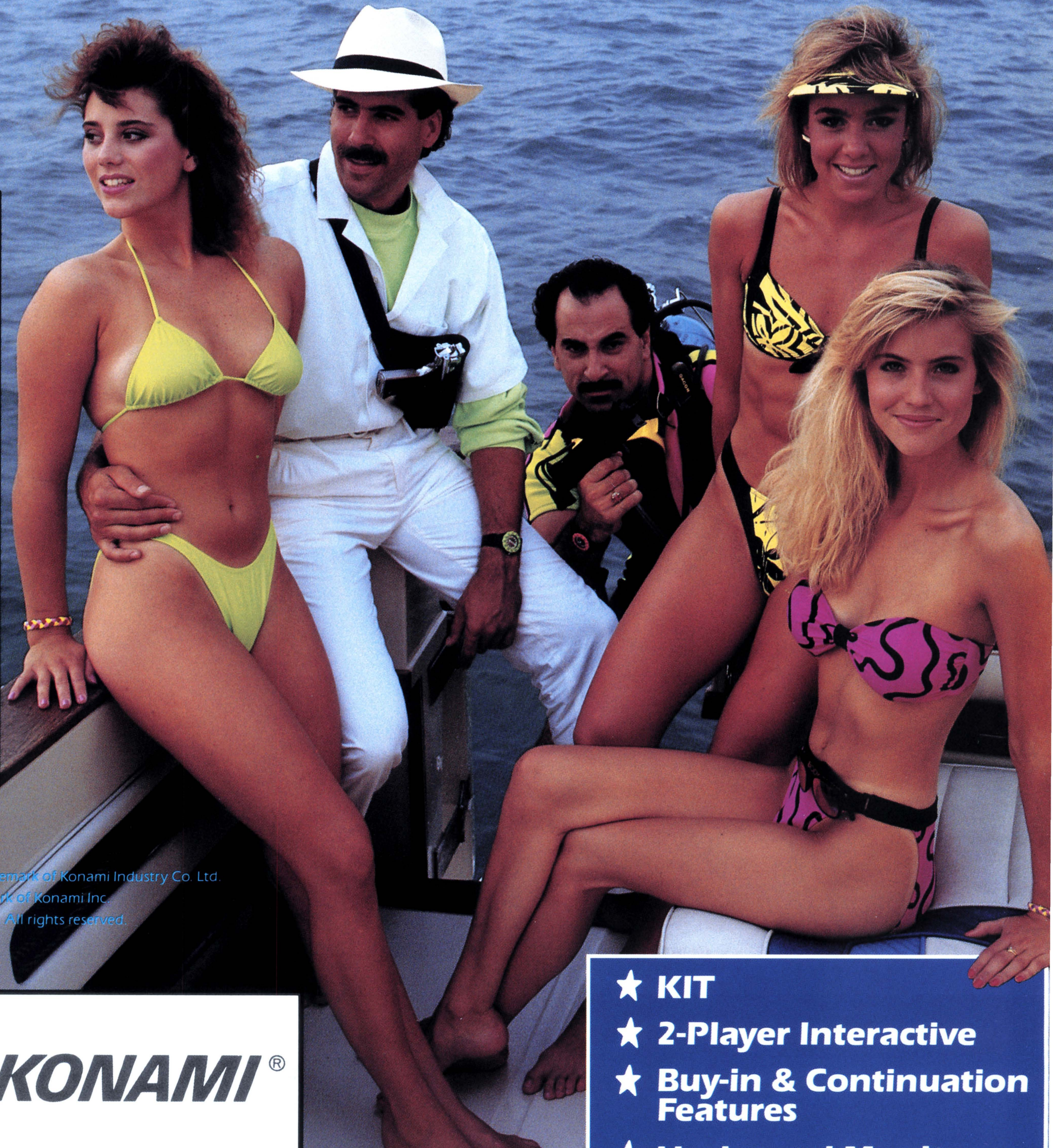

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2 Once the remote island is reached, the spy must fight his way through the street as he proceeds to his destination. By destroying certain enemies, he can obtain different powerful weapons.

3 The agent arrives at the driveway to the embassy, where he confronts many guards. These include not only soldiers, but mechanical dogs, tanks, and helicopters.

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5 The next phase of the assignment is to infiltrate the enemy fortress, located in the mountains. Jumping to different levels, the player must wipe out all the adversaries in each place.

6 Moving into the enemy base, the agent works his way through a high-tech maze. As he closes in on the enemy's covert operation, the force of the soldiers standing guard intensifies, making the spy prove his skills.

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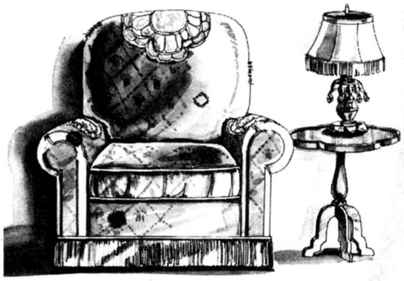
into a location that there isn't room for the tables. The state has allowed five poker machines and up to 15 kenos in a location. On Oct. 1, we will be able to put 10 pokers and 10 kenos, or two pokers and 18 kenos. You can't have over 10 pokers in a location.

As for video games, I've started buying a lot of kits and converting them rather than purchasing dedicated pieces. It's tough to pay for dedicated in Montana, as opposed to larger metropolitan areas, where it's easier. But in the long run, pokers have given me a lot more money to grow. ☐

> ***"There's less than one-tenth of one percent non-compliance with the law in Montana. That's why it has been so successful."***

"I'm too old for this."



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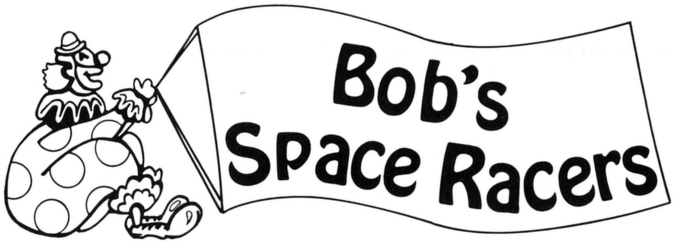

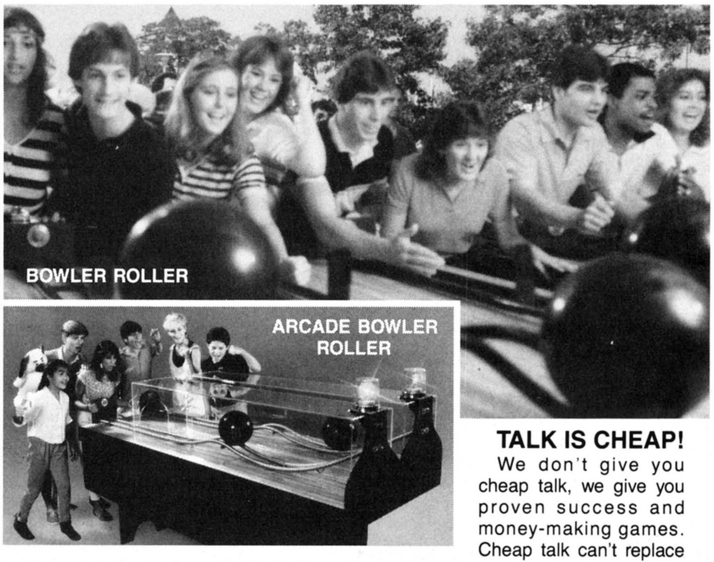

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Gil Pollock
AAMA president

An open letter to the industry

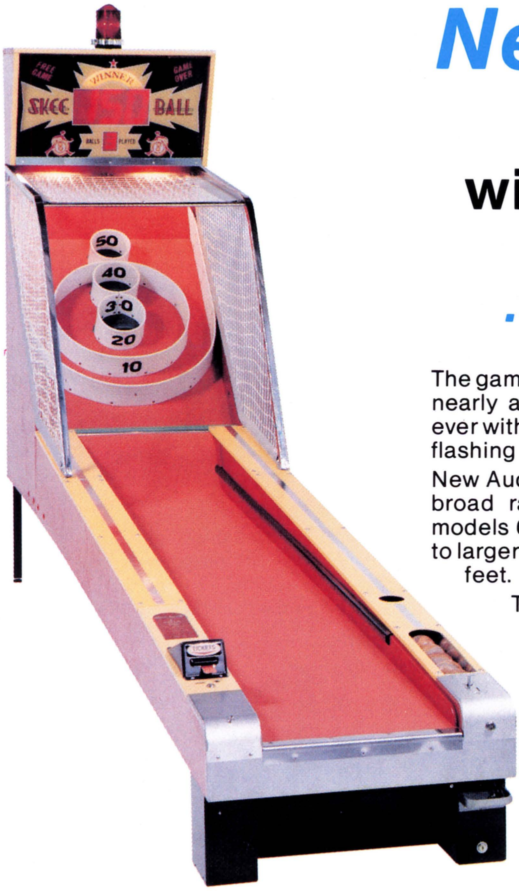
By this time, we are all aware that the United States Court of Appeals (4th Circuit) has reversed the District Court's decision in the Red Baron vs. Taito America Corporation case, and has issued a decision which clearly prohibits the public performance by video game operators of gray market/parallel video games.

In a straight forward opinion, the 4th Circuit found that the performance of a video game in a video location constitutes a ''public performance'' of the game under the 1976 Copyright Act. The right to publicly perform a copyrighted work and to authorize others to publicly perform the work is one of the exclusive rights granted U.S. copyright owners.

The Court found that Taito had not granted Red Baron the right to perform the *Double Dragon* video games, and expressly rejected Red Baron's attempt to infer such a right, as a result of the sale of the game in Japan by Taito. The court also rejected Red Baron's attempt to rely on the first-sale doctrine, set forth in Section 109 (a) of the Act, to excuse its unauthorized public performance of the *Double Dragon* game.

The Court emphasized that the first-sale doctrine does not limit a copyright owner's ability to preclude the unauthorized performance of his work.

Manufacturers now have the clear right to restrict the unauthorized public performance of any of their copyrighted video games. ☐



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Bonnie Theard

Wildwood operators share thoughts on the '89 season

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Marie's Tee

Looking down the boardwalk in Wildwood, where sun and sand join with arcades and shops.

New Jersey's shoreline has become a playground for East Coast residents. The state gave birth to the concept of boardwalks almost 100 years ago when high-collared vacationers shunned sand in their high-button shoes at the beach in Atlantic City. Now, boardwalks dot the entire New Jersey coast. Businesses that developed along the boardwalks in these resort cities make a major contribution to the state's economy.

The season has come to an end along the Jersey Shore. It's time to take down all the big amusement rides on the piers, assess the season, evaluate equipment in the arcades, and plan ahead for next year. In Wildwood, one of the most popular resorts along the Atlantic Ocean, two arcade owners shared some of their feelings about this summer's traffic and business in general.

Supercade Arcade, Nicholls Midway Pier

According to Angelo Nicholls of the Supercade Arcade and Nicholls Midway Pier, ''business has been off this season.'' Nicholls points to a larger crowd of ''day-trippers,'' or one-day visitors instead of week-long visitors. ''The motels are overpriced,'' says Nicholls. ''I think they are feeling the drop-off too. Add to this a cold, rainy June and more rain in August that affected beach visitors.''

Nicholls also pointed to scares over beach closings. When announced in the local media, the words ''beach closings'' make potential visitors think it means *all* the beaches and all the other attractions along the beach.

Wildwood and the other resort cities offer more than just pretty beaches. At Nicholls Midway Pier, which encompasses an entire city block and stretches out into the Atlantic Ocean, visitors delight in the well-known Castle Dracula and The Dungeon, both haunted houses featuring live actors. Castle Dracula is a one-of-a-kind, walk-through of several monstrously scary rooms with close to 20 actors (drama students) in costume. The Dungeon is a ride-through with live actors and mechanical creatures.

Nicholls pays careful attention to safety in these two special attractions. All employees carry a flashlight, and there are frequent fire drills. There's also a sprinkler system, smoke detectors, and emergency lighting systems. The Pier holds 20 rides that include The Dragon roller coaster, bumper boat rides that hold three people in each boat, and kiddie rides.

''We're family oriented,'' explains Nicholls. ''All our rides are engineered so that an adult can ride with his child. We've seen more families visiting this year. We used to get more kids, but since the drinking age was raised to 21 a few years back, our clientele has tended to be more families.''

This is quickly surmised by the mix of redemption game prizes offered at the Supercade arcade, a 5,000 square foot facility with a mix of 50 percent redemption games and 50 percent video.

Nicholls' prizes include more appliances and household items to meet the influx of family players. Higher-priced toys for children, like radio-controlled cars, and specialty such as Nintendo Entertainment Systems and game cartridges are all in the merchandise mix.

''We offer just about anything you could desire,'' says Nicholls. ''Tools for men, personal care items and jewelry for women, and a wide array of watches. You name it and we probably have it.''

Combining staffs for the Supercade and the Pier, Nicholls lists over 100 employees at the peak of the season. Supercade employees wear red shirts and Pier employees wear blue shirts. Patrons can instantly find help by spotting employees in their company shirts.

Closing time for both locations is usually around the end of September. Then, the tedious job of taking down all the rides begins. Everything is reconditioned, repainted, and packed for storage over the winter. The equipment is reassembled again in the spring, when the two locations open on weekends — starting Palm Sunday weekend. The everyday schedule starts with Memorial Day weekend. When everything is assembled again, it is subjected to several state inspections before the rides actually resume.

And what about the game equipment? Nicholls stocked all-new videos this season. Many will be sold now that the season is over to make room for a big new supply next spring and summer. Moving games is a constant occupation. ''Sometimes a fighting game doesn't do well by a driving game,'' notes Nicholls. ''We have to adapt.''

One of his most successful games is the horserace Supercade Derby that gives out the prized Pumper Beaver. The little stuffed beaver wears a shirt that says, ''Pumper Beaver, pumping out the prizes. Bip, bop, bippity boo.'' The promotion of this game has resulted in a great demand for the prized beaver. It's one of the ideas that has made Nicholls' operation a thriving one since 1976.

Reflections Arcades

George Hamilton of Terminal Amusement Co. has operated Reflections Arcades in Wildwood for 12 years. His four locations along the 2.5 mile-boardwalk total 40,000 square feet of amusement space. Hamilton also has Reflections Arcades in Atlantic City and Avalon, plus street locations and bowling centers in New Jersey, Delaware, Maryland, Connecticut, New York, and Pennsylvania.

His philosophy for success is simple: ''We are in a people business. Long hours and dedication are requirements. People are in our locations to have a good time and we want to add to it. We start with courteous service, a clean location with a good floor plan, and quality equipment. We're only selling time. We treat customers like we would like to be treated. People are here to relax and have fun.''

Hamilton is known for his annual ''special attraction'' in Wildwood. One year it was a classic '57 Chevy that graced the entrance to one of the four Wildwood Reflections Arcades. Last year it was a Lamborghini (his own), and next year it might be a limousine. It makes his location stand out, and patrons return each year to see the new conversation piece.

> ***''Business has been off this season. Overpriced motels and lots of rain have resulted in more day-trippers.''***

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Once inside, players are treated to a well-arranged floor with a variety of top-notch games.

Hamilton believes in moving games constantly and changing the floor layout to keep the interior of his locations fresh. He does not believe in non-productive areas. He puts it succinctly: "If it isn't working, it shouldn't be out there. If it's a piece you're not proud of, take it off the floor."

Keeping customers happy is the name of the game. "Getting a quarter today is not the answer," says Hamilton. "I hate the words 'no refunds.' I'd rather give away more to get a customer to come back. When he returns, he will look for your arcade. If parents are happy in your location, they will stay longer with their children."

Hamilton believes in going the extra mile. An example is giving a cranky youngster a small plush toy to keep him happy while other family members enjoy the games. Such little niceties go a long way in customer satisfaction and come

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The 2.5-mile boardwalk in Wildwood has its own tram to transport visitors from one entertaining spot to another.

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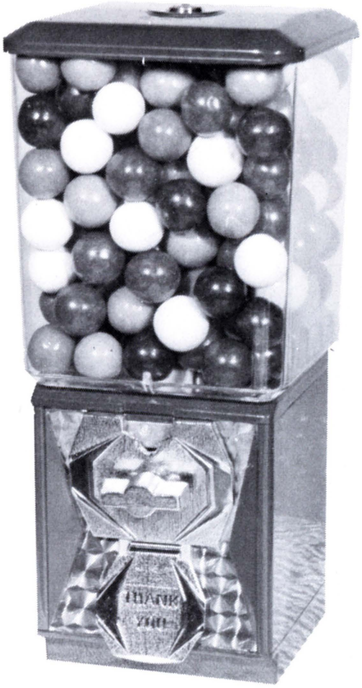

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Big-scale amusement rides are found at the many piers of Wildwood.

back two-fold in future patronage.

According to Hamilton, customers don't want to come into a hot, sticky, dim place that's noisy. The atmosphere is important. He places his strongest pieces within the first 20 feet and plans areas specifically around different types of games. This includes tailoring areas for the family crowd using equipment such as bowlers and air hockey. Then there's an area for the video crowd, which likes more noise and music.

"Older people want to concentrate," says Hamilton. "We provide areas with quieter music and carpet where practical. Our games are not placed in straight lines, but rather in circles to provide more free space. We highlight areas with neon. We provide seating for the video games, as well as other equipment that has seats for player comfort. Seats are also available for parents to take a break."

Hamilton's mix of equipment in his arcades goes like this: 25 percent table

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games, 50 percent video, and 25 percent redemption.

Table games take up a lot of square footage, but are very strong at Reflections.

What's also very strong is internal organization. Hamilton rotates equipment every week, even the last week in August as the season winds down. Even if he only gets two weeks on a newly-received piece, he takes advantage of it. It's not unusual for him to move 100 pieces a day from the shore and turn them around in other locations. All the equipment is checked, encoded with a security number, cleaned, and locked before going out on the street the next day. The goal is to have a warehouse that is empty. This means that all the games are "earning" on location.

How has this season in Wildwood shaped up compared to those of the past? "We're even with last year," is the reply. "It's a cycle. This has been the best summer weather, even with the rain. Wildwood has changed. Some adults are staying away because of the $1.75 slice of pizza and the $140 a night hotel room. We can always tell how long customers have been in town by the size of the bills they use. When they are down to $5s and $1s, they are at the end of their stay."

On the practical side, Hamilton explains that visitors are paying an expensive price because it is seasonal. "If it was a year 'round business, the cost of everything would drop. In some cases, arcade owners have to eat that equipment all winter, pay for it, and hope to get their money out of it the next year. The season is basically 10 weeks and we have to burn up a lot of labor in that time."

At the peak of the season Hamilton has 45 employees in Wildwood. He goes through a lot of potential candidates by observing how courteous they are and how well they handle people. Many staff members started out with a summer job, were trained in-house, returned to college, and moved into management positions when they graduated. All employees dress in casual uniforms with different colored shirts for various jobs. For example, managers wear pink shirts and changers wear orange shirts. Every shift change means equipment changes, such as new balls for the pool tables and new pucks for the air hockey tables. Every detail is considered.

SUPERBAT
SUPERBAT
SUPERBAT
SUPERBAT

These baseball buddies were among the prizes that drew attention in Wildwood this season.

Wildwood enjoys a healthy Canadian clientele; even a number of area motels are named for Canadian cities. While other towns are losing beaches, Wildwood gains as the water coming around Cape May pulls up sand in the Sound and puts it on Wildwood Beach.

Even though the season is a busy 10 weeks, internally business is all year. After Sept. 10, Wildwood closes down from the north end to the middle by mid-October, depending on the weather. Hamilton's games quickly find homes in new locations. They go directly from the boardwalk to bowling centers and other amusement spots.

States Hamilton, "In the winter we work for the summer. We change carpet and the floor layout. It's a major job. It takes about three months to close down totally. All game boards are removed in the winter. Boards deteriorate quickly. They must be cleaned, vacuumed, siliconed, packaged, and brought up to company headquarters in Oaklyn, N.J., to be kept in a heated building.

"In March, it's time for shore locations to go into a weekend schedule. We need the weekdays to get ready for the summer season."

Hamilton has to have the right mentality for his shore arcades and the diversity of his other locations. Although Atlantic City is on the shore, it is vastly different from Wildwood. "Atlantic City is host to people from all over the country," he explains. "It's a very good crane town. Many visitors have never seen a crane. The clientele is primarily slot-machine oriented."

A totally different type of customer is found at the Reflections Arcade in Avalon. Also a seasonal town, customers are basically regular residents. Kiddie rides do well there. Hamilton strives to give them games they won't see at any corner store.

He constantly watches his customers and learns from observation. "If we get opinionated and try to force something on the public, it won't work. We can't force people to take something they don't want or we'll be out of business."

Hamilton carefully sees what games parents steer their children to. He would like to see a "little guy" pedal on some driving games. There's a market out there for those young future drivers. His views on the ideal game: "To find the right learning curve so anyone can play it—that's the trick. A game with too many instructions doesn't make money. Nobody wants to be a loser—just a winner. That's why we put scores on games. Any game that puts the player down, even in a humorous fashion, doesn't seem to work."

Constantly changing with customers' tastes, and giving them pleasant environments in which to enjoy themselves, is important at Reflections Arcades. Satisfied customers are repeat customers, and they keep us all going. ☐

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When They Named A Game After Me
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I told the boys that Bally's "Elvira" had to be good . . . and it is! Players can't keep their hands off my new game! Everywhere you look, big beautiful features beg for attention—Pinball has never been so good or so satisfying! Believe me, everybody scores big with Elvira and the Party Monsters. The profits and the action begin with my name . . .

Spelling E-L-V-I-R-A lights the skull cave for 3 million points and ignites player excitement! This timed feature forces players to perform under pressure—and that's just the way I like it!

CRYPT KICKER
LOCK
3 MILLION W/FLASHING
WAKE THE DEAD HEADS
CHIEF KOOK
GO FOR (BEFORE IT'S ALL GONE)
I'M HUNGRY!

The ALL NEW Skull Cave. High-Spirited Multiball Action Starts Here!

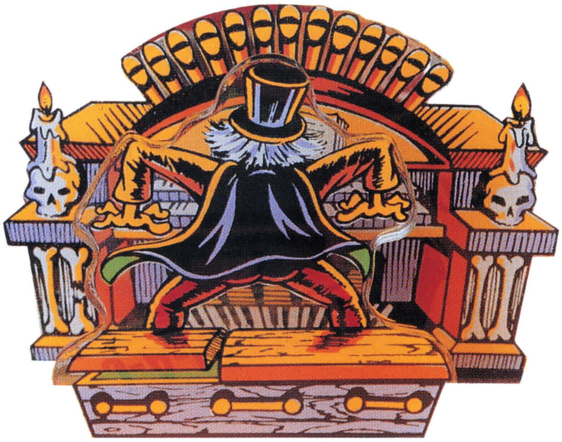
Shooting 3 balls into the Skull Cave energizes the Crypt kicker, and suddenly, the entire playfield is veiled in a shroud of darkness. When the phantom organist breaks into a wild solo, the brilliant light show begins, spirits yell, "PARTY!" and one . . . two . . . three balls soar out of the crypt, fly through the air and come in for a crash landing in the "Jumper Bumper" zone. Players who really know how to party can collect the Party Monster Jackpot! It starts at 1,000,000 points and keeps building during multi-ball madness. Players must have at least two balls in play and make both ramps to collect their prize.

ALL NEW *Jumper Bumpers.* A Bally Pinball Exclusive! Players Get More Action Than Ever Before!

Guess what! These caps jump up and down with high-powered solonoid action. I'm the first to giv players the vertical action they've been waiting fo While building the "Boogie Bonus," Jumper Bumpe add to the score and keep players coming back for more!

Flip-Up Targets. All New Visual Excitement!

Players get a rise out of me and my buddy, Drac, with shots strong enough to lift the lids on our coffins. When the Count awakens, he's always in the mood for a bite to eat. And it's in the player's best interest to light the barbecue and collect a big bonus . . . before the Count sinks his teeth into something other than hamburger meat!

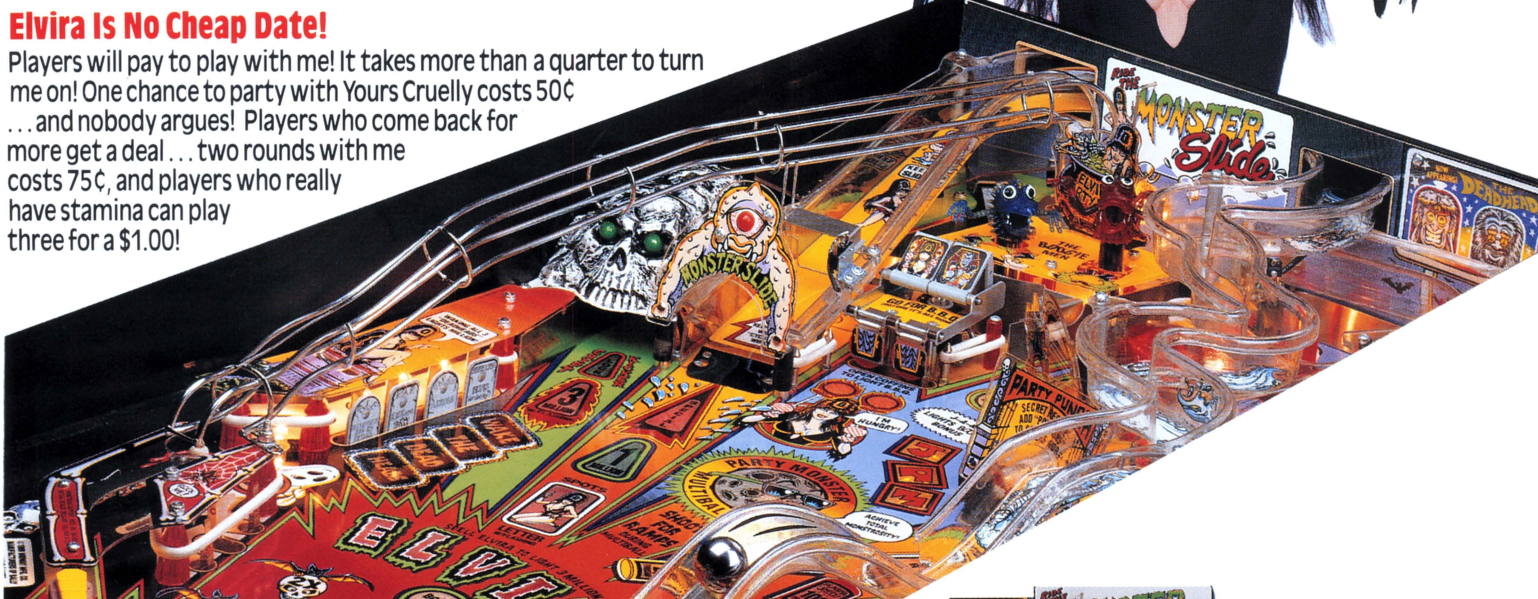


Sounds That Go Bump In The Night!

Let me whisper in your ear! Yes, it's really my voice that's calling out to your players! The Count and I shout encouraging words while an all-original musical score brings out the demon in every player!

Elvira Is No Cheap Date!

Players will pay to play with me! It takes more than a quarter to turn me on! One chance to party with Yours Cruelly costs 50¢ . . . and nobody argues! Players who come back for more get a deal . . . two rounds with me costs 75¢, and players who really have stamina can play three for a $1.00!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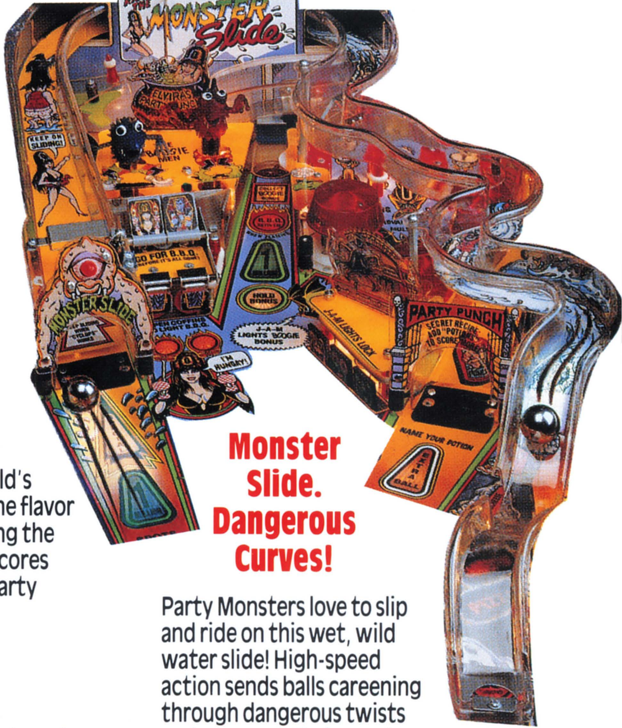
NOW APPEARING THE DEADHEADS
MONSTER SLIDE
PARTY PUNCH
PARTY MONSTER MULTIBALL
ELVIRA
I'M HUNGRY!


RIDE THE MONSTER Slide
ELVIRA'S PARTY TUNES
THE BOOGIE MEN
GO FOR B.B.O.
MONSTER SLIDE
PARTY PUNCH
I'M HUNGRY!
NAME YOUR POTION
EXTRA BALL

ELVIRA'S PARTY TUNES
THE BOOGIE MEN

Party Punch!

The secret ingredient is me—it's the world's tastiest punch—and players can add to the flavor by stirring in their own ingredients. Making the right ramp opens the potion pantry and scores big points with Elvira! I reward the best Party Monsters with an extra ball!

ALL NEW Boogie Men. Live Entertainment!

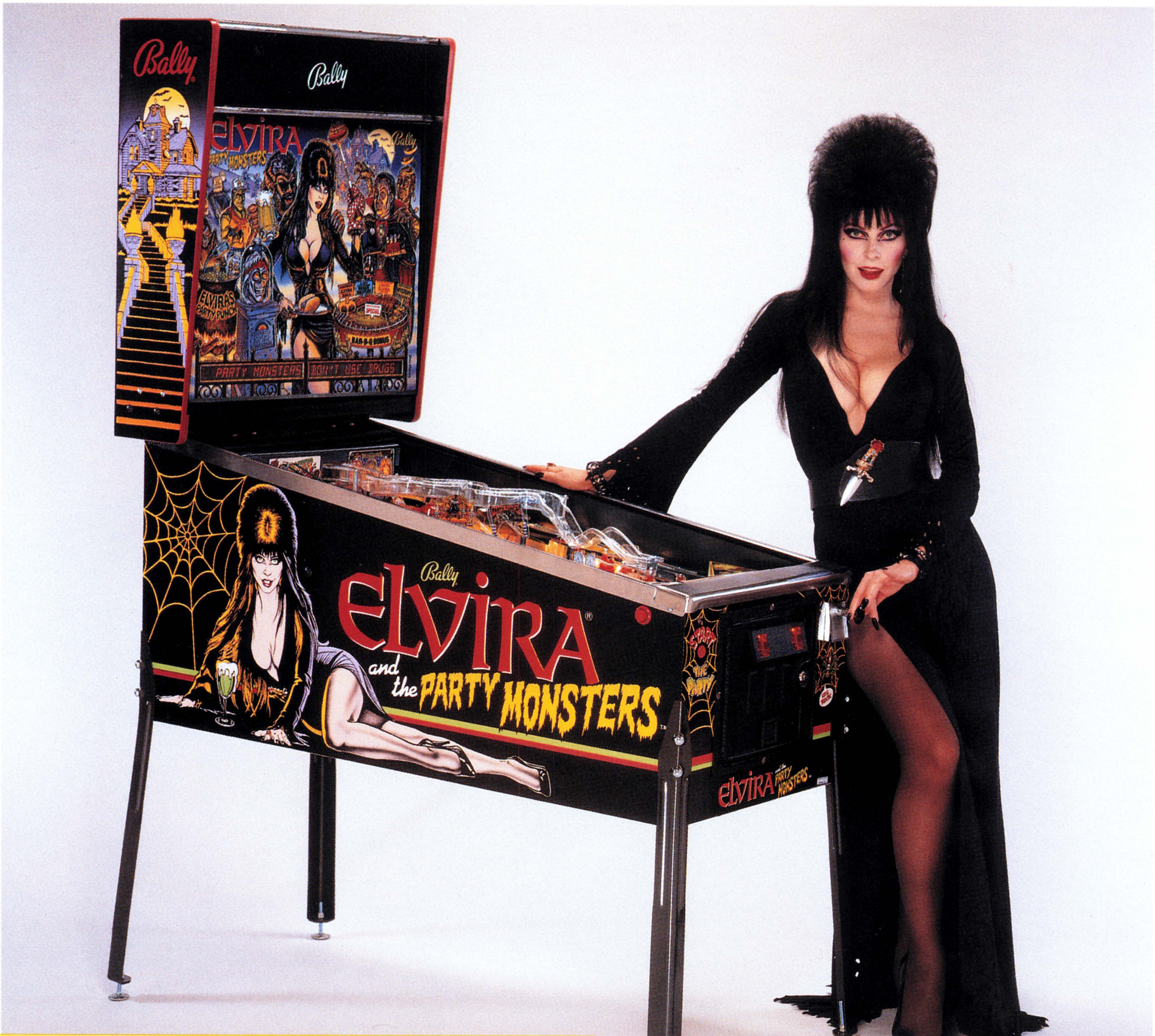
These awesome party monsters have players screaming with delight! When the music and light show begin, the Boogie men really get down. Players will do almost anything to see these little 3-D devils dance! Besides one heck of a show, there's a rewarding Boogie Bonus too!

Deadheads

Put on your rockin' shoes. It's no easy task to wake the dead—Players must visit the graveyard and complete all four tombstone targets just to get one of these spirits to stir. Arousing all 3 Deadheads lights the eject hole for 1 million points!

Monster Slide. Dangerous Curves!

Party Monsters love to slip and ride on this wet, wild water slide! High-speed action sends balls careening through dangerous twists and curves on their way to the exclusive Downhill-Uphill ramp. With a motion that defies gravity, balls travel downhill and then back up! Consecutive slide shots keep building values to 1 million!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ELVIRA and the PARTY MONSTERS
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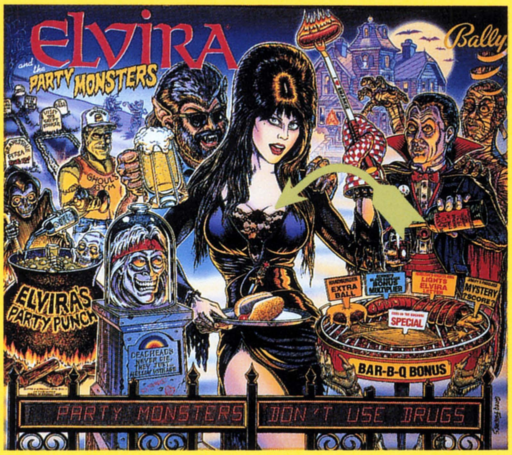
ELVIRA and the PARTY MONSTERS
elvira and the PARTY MONSTERS

If you think I'm too hot to handle . . . I can cool down!


ELVIRA and the PARTY MONSTERS
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BONUS MULTIPLIER
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MYSTERY SCORE
SPECIAL
ELVIRA'S PARTY PUNCH
BAR-B-Q BONUS
PARTY MONSTERS DON'T USE DRUGS

With the help of G-Rated Operator Options, even the Mistress of the Dark knows how to leave something to the imagination. At the operator's request, I'll slip into something a little less comfortable and turn down the heat to protect the eyes and ears of the little party monsters. A special decal and custom sound-select option instructions are included in every game.

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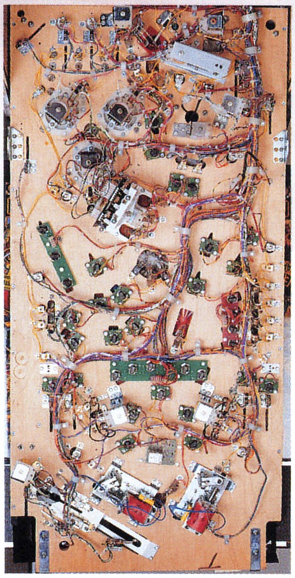

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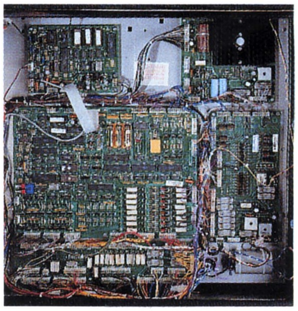


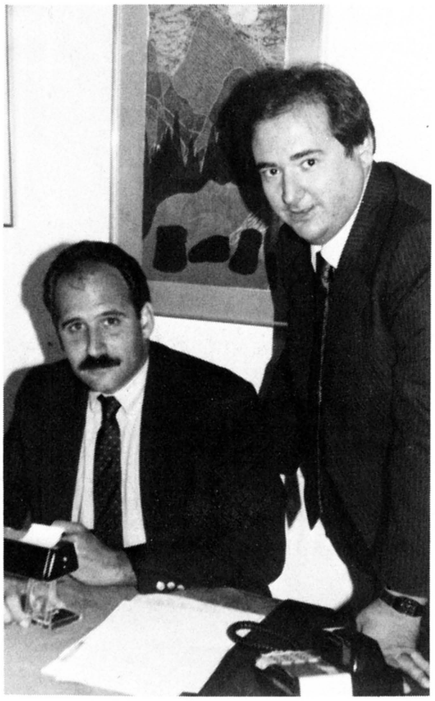
Customer satisfaction gets top billing at HMS Monaco

Service is your right,'' claims a new commercial for an automobile manufacturer. In the amusement industry, HMS Monaco already follows that credo by making customer satisfaction a top priority. Add to this philosophy the constant introduction of new product, and it's easy to see why the company is one of the largest manufacturers and suppliers of costume jewelry for the amusement industry.

HMS Monaco pioneered the concept of jewelry as prizes in cranes, which rose to popularity among operators in the mid-'80s. The company proves to its customers daily that cranes are not on the downslide at present; the best days are still ahead. Creativity and quality product are essential. That's exactly where HMS Monaco comes into play.

Proof of the company's dedication to the industry is evidenced by the opening of its new 4,500 square foot factory in Greenville, R.I. The facility incorporates manufacturing, packaging, shipping, and storage. Rhode Island is the center of costume jewelry manufacturing in the United States. HMS company headquarters are in New York City in a 6,000 square foot office at 135 West 20th St. There are 21 employees in New York, five in Rhode Island.

HMS Monaco is a family business that was started by the Paleias family nine years ago. Beginning as a small manufacturer specializing in mail order jewelry, it slowly and steadily expanded to become a multifaceted jewelry manufacturer serving many industries.



Ira Erstling (l), vice president, and Andrew Paleias, president.

In 1984, Ira Erstling joined the company as director of marketing and Andrew Paleias joined as director of production. Ira's sales and marketing expertise, combined with Andrew's knowledge of manufacturing, propelled the company into high gear. In 1988, the two became partners, with Ira becoming director of marketing, design, and product development, and Andrew becoming director of production and finance.

A former customer, Steve Schulman, joined the company as sales manager in 1988. His 15 years of experience managing a 1,200-game route for Mondial International has added more strength to HMS' marketing and sales division.

While servicing arcades along the Jersey Shore in the early years, Ira witnessed the introduction of the modern triple cranes. He convinced an arcade owner in Seaside Heights to try HMS Monaco's boxed jewelry in the center bay of a new crane. That first summer proved so successful that other arcade owners decided to place jewelry in their cranes. Over the years, the Jersey Shore has been a company testing ground, since it offers players a wide array of cranes, rotaries, and redemption equipment that lends itself to jewelry prizes.

Keeping customers pleased has always been important at HMS Monaco. ''We value everyone's business and their patronage,'' said Ira, ''and we hope to continually keep them happy in the future. Most of our customers are repeat customers.

''When I first started in this business I always asked customers for the negatives so we could improve our product. I found out what worked, what didn't work, and adapted the product to make it work properly.''

One of the biggest steps the company has taken to accommodate the industry is the introduction of its Plush Mixer Globe, a plexiglass capsule filled with jewelry, watches, and novelties. The idea behind this product is to help operators who want to mix other prizes with plush.

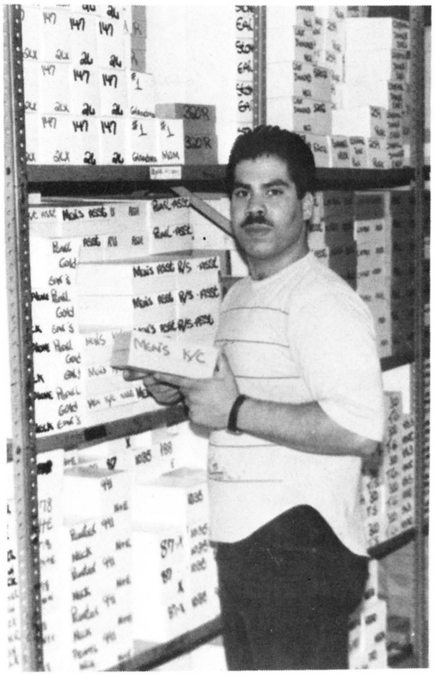
HMS Monaco offers an extensive line of rings, bracelets, watches, necklaces, earrings, keychains, money clips, and other jewelry items, all packaged domestically. "We make merchandise suitable for every machine in the marketplace," stressed Ira. "We introduce new product every week. We also do custom designs. Our in-house designer will gladly work on any specific idea presented."

The company takes pride in packaging, taking special care to present every item in the most appealing light. Presently, HMS is marketing its Halloween and Christmas kits that include such items as pumpkin pins, ghost necklaces, Santa watches, and Christmas tree pins.

What's next? According to Ira, next on the horizon is a whole new line of coin jewelry featuring coin replicas in necklaces, keychains, and other items, available in antique gold or silver finishes.

Ira, Andrew, and Steve will gladly consult with operators on the use of jewelry in cranes, dozers, rotaries, and in display cases for redemption games. HMS has just published a new catalog of its jewelry lines. To obtain a copy, call (800) 777-0901 or (212) 691-9000. ☐

Steve Schulman, sales manager, with items from the HMS Monaco Christmas Kit.



David Toledo, stock manager.

"We value everyone's business and their patronage, and we hope to continually keep them happy in the future. Most of our customers are repeat customers."

Indi Budhoo at the computer.

Howard Green, shipping department.

"Dressed" for success

How to set a crane with boxed jewelry

The key to successful crane operation is in the choice and presentation of quality merchandise with player appeal. HMS suggests recapturing lost players by changing from plush prizes to boxed jewelry. "Dressing" a crane with all jewelry is different from dressing it with other product. The company offers the following six point strategy for turning your crane into a store showcase window.

1. **Provide an attractive base for the jewelry.** Be sure the floor of the crane's bay is solid, free of holes or cracks. Fill the bottom with an attractive bedding material such as gravel (colorful fish tank gravel is perfect), beads, plastic pellets, or tokens. Check the lower compartment — many new cranes come with a bag of this material. Lay a base two or three inches deep for the jewelry boxes to rest on.

2. **Secure the jewelry in its container.** Stretch a small rubber band (#8) around the bottom half of each jewelry box to insure that the pad holding the jewelry does not pop out of the box. The rubber band should also be fastened over loosely-held jewelry, such as pendants, to prevent them from turning over.

3. **Arrange open jewelry boxes in the bottom of the bay in rows or any other eye-catching manner, keeping the merchandise in full view of the player.** Leave enough space between the boxes so that if the claw drops a jewelry box, it will not upset the other boxes.

4. **Be sure prizes are obtainable.** Check to see if the claw drops to the proper depth to grab the boxes. If not, lengthen or shorten the string to the correct length.

Next, percentage the claw. The claw fingers should close completely; if not, adjust. Then regulate the strength of the claw by turning the potentiometer on the board either up or down. For best results, a win percentage should fall between 25 and 35 percent, depending on the type of location. Remember the old adage: *Winners make players*.

5. **Maintain the appearance of your crane.** This is even more true with a jewelry box crane because you can only put in 25-50 prizes at one time. The more full the crane looks, the more enticing it will be to play. The greater the selection of prizes, the more customer play you will get.

Cranes should be refilled regularly, as merchandise is won. Jewelry boxes that have been turned over should be placed right side up to neaten the bay's appearance.

6. **Analyze your clientele.** Take into consideration a customer base of ladies or men, boys or girls. Are players white collar or blue collar? Ask your merchandise supplier for assistance in choosing jewelry to match your players.

HMS states that if their selection isn't effective for you, the company will gladly replace it with other jewelry better suited to your needs. □

Close-up of a crane bay filled with HMS Monaco boxed jewelry.

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Dave W., WI: It's been 3 months and my boxed jewelry cranes are still outgrossing my plush cranes by 50%.

20%

Ed. M., TX: *I was getting ready to sell my cranes until I tried your boxed jewelry!*

Larry B., CA: Boxed jewelry doubled our crane revenues this Summer in our Amusement Park.

30%

Marty M., NY: My first month's profits from my boxed jewelry cranes paid for my entire trip to the Reno AOE Show.

Steve C., KS: I'm thankful for boxed jewelry. It's revived my cranes.

40%

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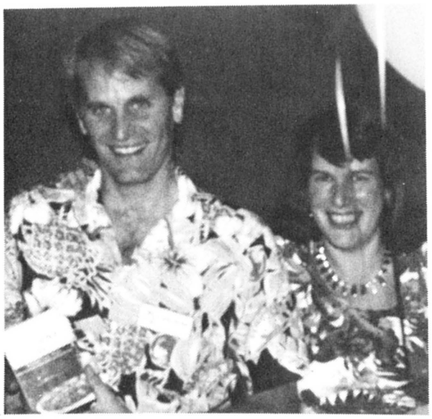
Wisconsin and Minnesota operators hold first joint meeting


Roger and Ruth Westmont won New Orleans creole seasonings at the Mardi Gras-themed party.

Clyde Knupp, AMOA president, presents a gift to Tami Norberg-Paulsen.

Play Meter's Valerie Cognevich shares her thoughts on the future of the coin-op industry.

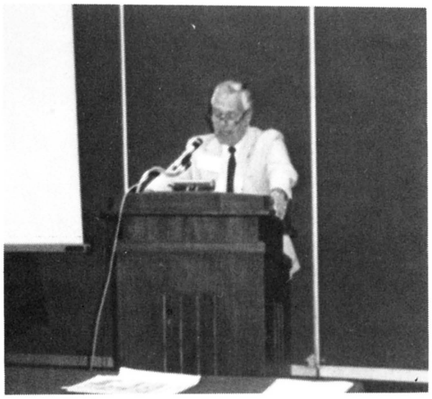
In late August, the Wisconsin Amusement and Music Operators (WAMO) and the Minnesota Operators of Music and Amusements (MOMA) gathered in Eau Claire, Wisc. to get to know each other and share thoughts on the industry.

The 100-plus attendance made everyone realize that it was a long-overdue meeting. WAMO president Jim Stansfield Jr. said, "It was an experiment that worked very well." MOMA is already making plans for the next joint meeting to be held in Minnesota.

The highlight of the meeting was an informal panel discussion with Wisconsin operators Jim Stansfield, Roger Westmont, and Ralph Fleege and Minnesota operators Dick Hawkins, Gene Winstead, and Tami Norberg-Paulsen. They discussed such topics as marketing, dart and pool tournament promotion, and legislative and successful association activities.

WAMO executive director Joe Phillips pointed out, "This really was what our joint conference was all about—bringing operators together in groups and individually to swap ideas and learn from one another." ☐

Gene Urso celebrated his birthday. Here he is with his wife, Nancy.


Future AMOA president Jack Kerner addresses the group.

Masks were supplied for the Mardi Gras festivities. Just who is that masked woman?

If it was any more realistic you'd need a cart.

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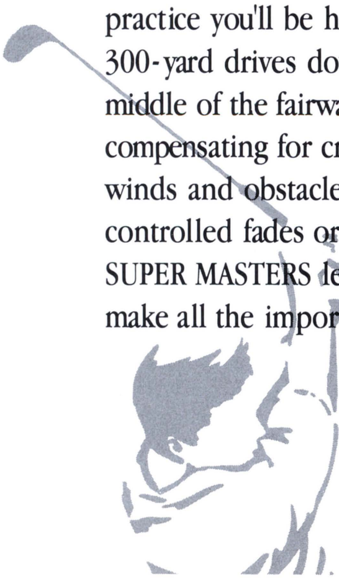

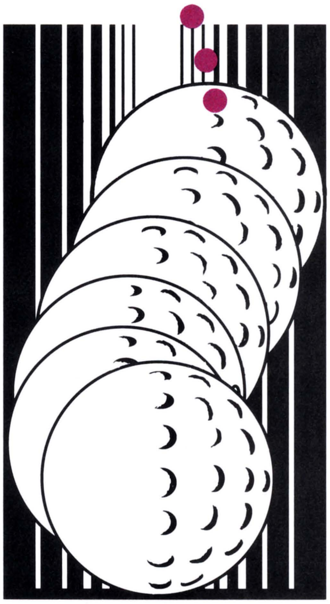

decisions like club selection, stance, swing power, and whether to hit for top spin or back spin.

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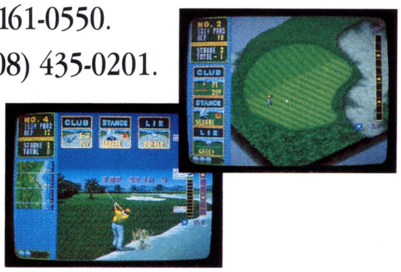

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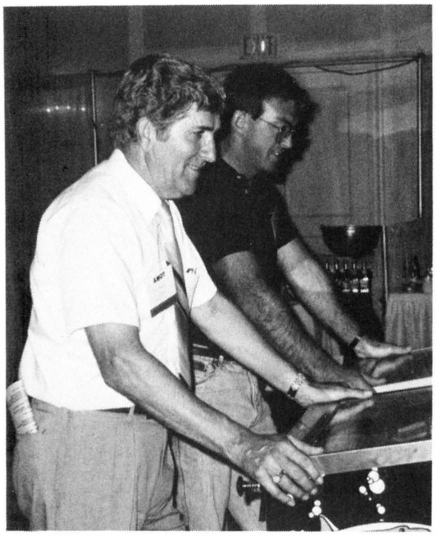
Nashville hosts Tennessee operators' annual trade show

Valerie Cognevich with Scott Sammons of Sammons-Pennington.



Ruble Sanderson (l) challenges Gary Hooper to a game of pinball.

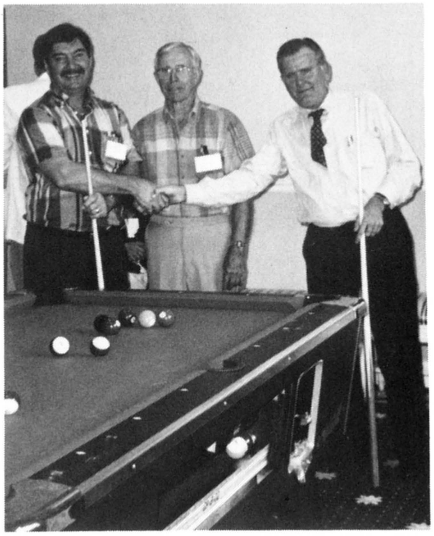
Following the convenience store show in Nashville, the Amusement and Music Operators of Tennessee held its annual convention and trade show in the capital city of country music.

Over 150 operators spent the weekend viewing new equipment, talking with fellow operators, and attending seminars. One seminar featuring Wayne Deluka, an attorney in Pennsylvania, and Phil Benson of Montana was standing room only. Both men have unique insights into the video poker situation. (In fact, Phil is our coinman interview this month.)

Deluka, who has worked with operators in Pennsylvania, gave Tennessee operators some helpful hints. They are formulating plans for the legalization of video pokers, using Montana's law as a guide. Deluka explained the differences between civil and criminal prosecution and between state, local, and federal crimes. A district judge in Pennsylvania recently signed an opinion that could be devastating to video poker operators.

There were some new pieces of equipment for operators to see before the AMOA show, including two pinball machines: *Police Force* from Williams and *Bone Busters* from Premier. Operators seemed to like both of them. □

Wayne Deluka (l) with Sal Mirandoı.



J.B. Reaves (c) with the two pool tournament finalists: Bob Cantrell and Dale Griffin (r). Cantrell was the winner.

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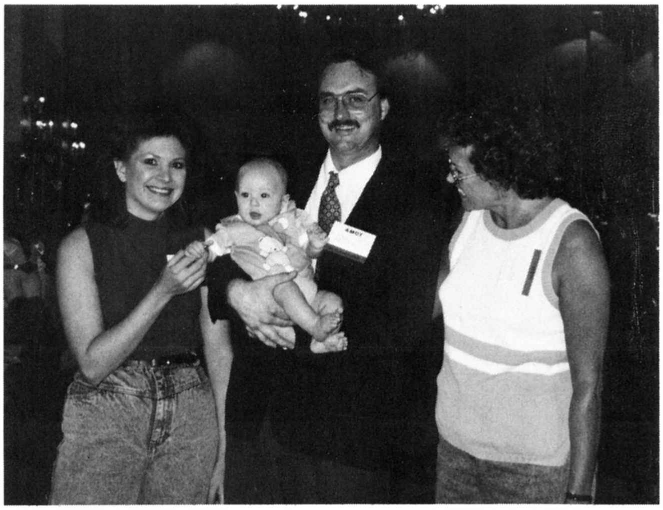
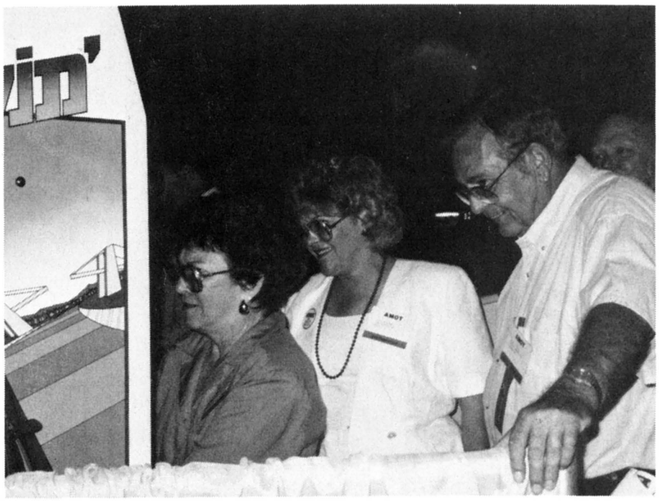


Jon and Kathy Yarbrough with their new son, Jon Jr., and Kathy's mother Judy Campbell.

Dorothy Volaski of Superior Toys shows a customer the latest catalog.

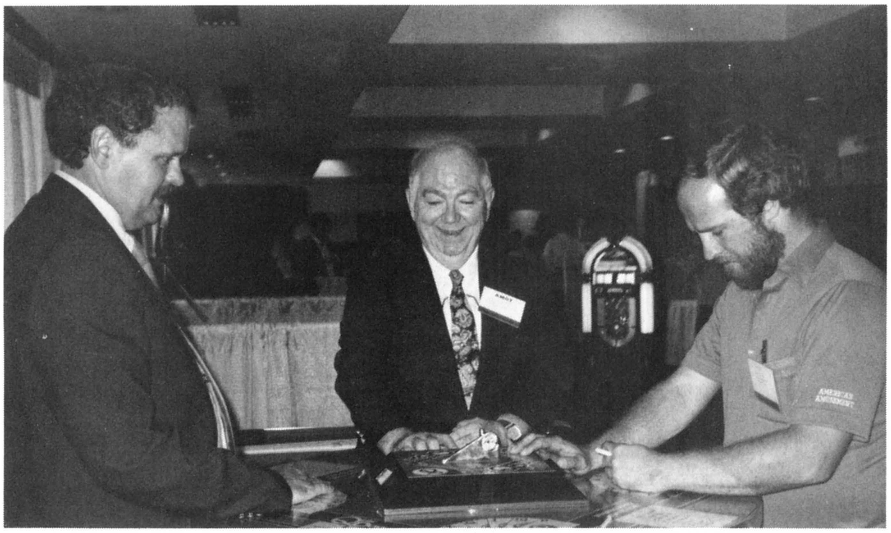
At the Seeburg booth (l-r): Larry Macaluso, Warren McDonald, Gene Urso, and Craig Johnson.



Mary Fowler of Tennessee Amusement proves that games aren't just for kids! Her husband Charles, Vicki Blackburn, and Jim Newlander cheer her on.

(l-r): Ron Bolger, Dan and Ann Clarton, and Damon Paramore.

Ted Furkin had quite an audience in his booth.



(l-r): Steve Gamble, Emil Marcett, and Randy Smithson playing Valley's *Quik Poke*.

John and Joan Heatherly of Heatherly Vending (c) with (l-r) Steve Walton, Dan Clarton, and Jon Brady.

The AMOT officers and board of directors.

HAHA
HAHA
HAHA
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T.O.P. throws customer appreciation party

T.O.P. Distributing, in business for six successful years, wanted to show its customers just how much they're appreciated by inviting them to a recent celebration party. Customers in Rochester, Syracuse, Buffalo, and Albany had a chance to win money from a money machine.

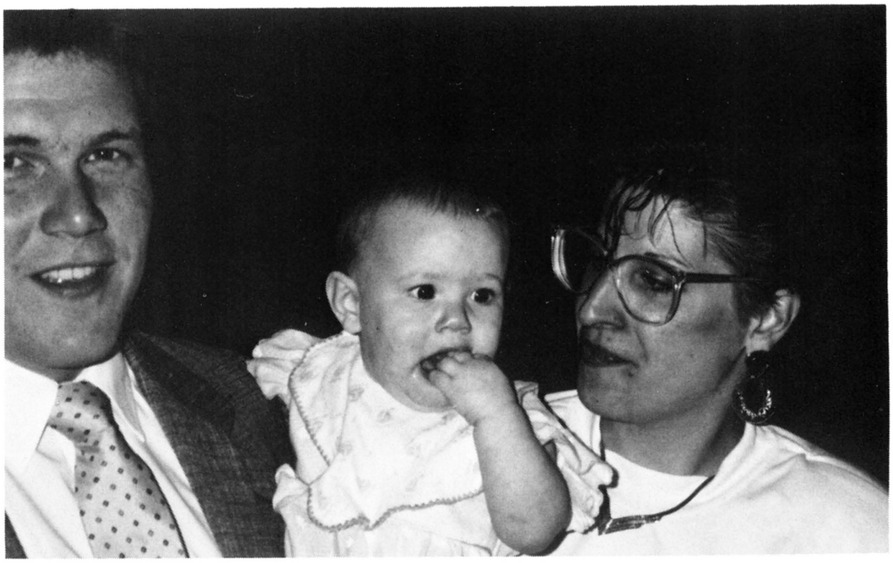
As dollars were blown around the enclosure, they entered and grabbed as much as they could in the allotted time. T.O.P. customers walked away with over $10,000! Now that's appreciation!

''Everyone came out a winner,'' beamed T.O.P.'s Matt Tarantelli. He added that there was also a special preview of the latest equipment, including Rowe's *LaserStar* CD jukebox. ''About 70 percent of our jukebox sales are CD; another 25 percent are combo units,'' he said.

Matt added that operators in the New York area are looking forward to a good year. ''Things were kind of slow the last three months, but they are picking up now,'' he said. ☐

ROCHESTER: Mary Ann Mallaber of Vid-Mar Amusements makes valiant grab for floating bills. At right, Matt Tarantelli looks on.

ALBANY: Dave Wilson (l) of T.O.P.'s service and parts department with Pat Tarantelli.



ROCHESTER: Dynamic trio from Dynamic Amusements (l to r): Dave, Danielle, and Margaret Harmer.

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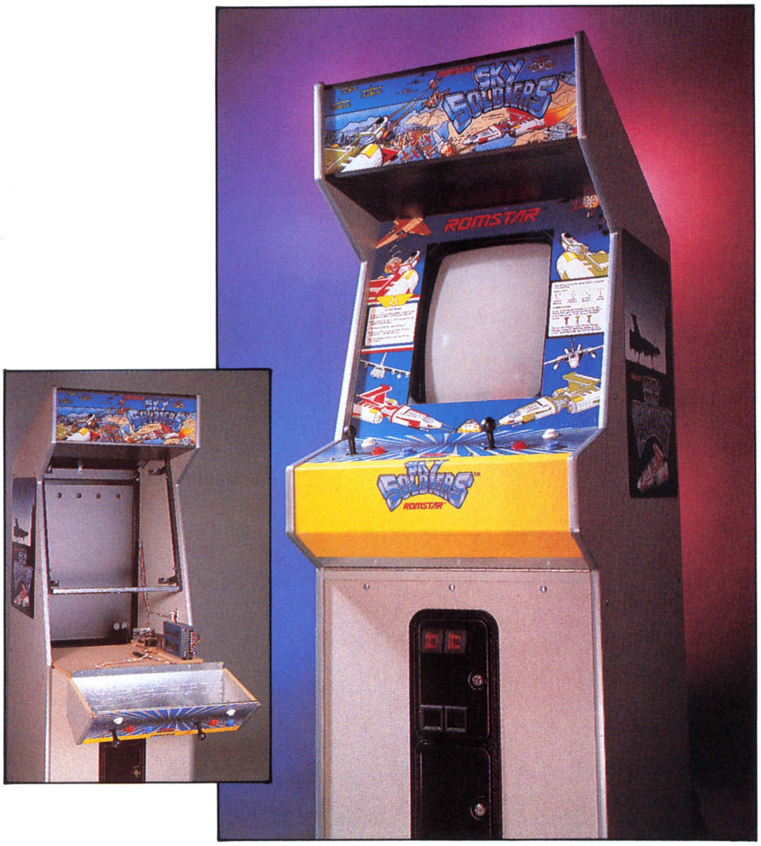

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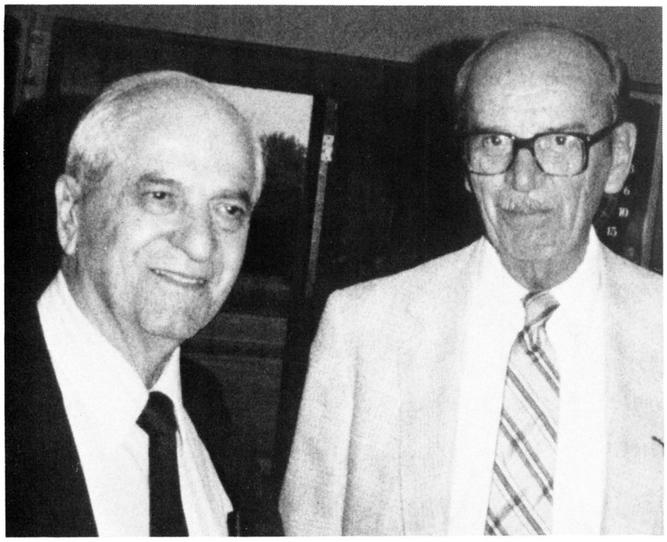
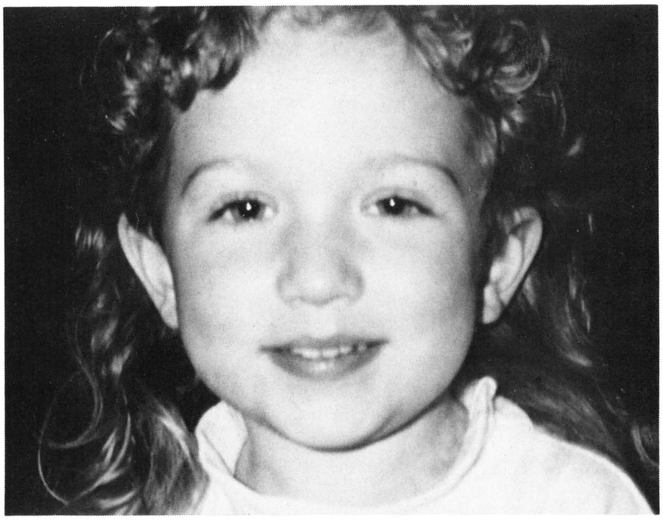


SYRACUSE: T.O.P.'s Pat Tarantelli (l) and Jack Shawcross.

ALBANY: The staff of Games People Play in Saratoga, N.Y.

SYRACUSE: Dave Myers is happy about the large turnout.



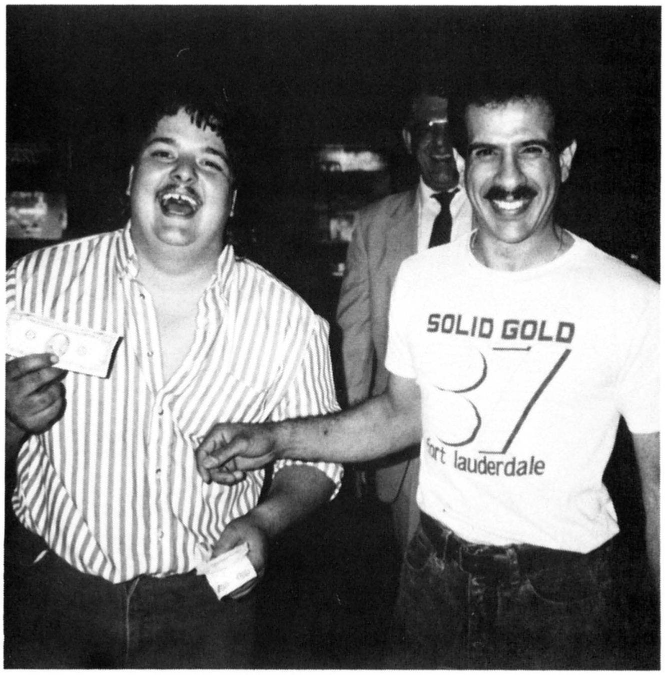
ROCHESTER: Future coin-op sales manager, Nicki Tarantelli, Tom's granddaughter.

BUFFALO: Kevin Lombard of J&K Amusements goes for the big bucks.

THE MONEY MACHINE

ALBANY: Jack Zuckerman of Games People Play hauls in the cash.

ROCHESTER: Vince Dalba of P&D Amusements inside the money machine.



BUFFALO: Ozzie Williams (r) of Coin-Op Emporium and a helper.

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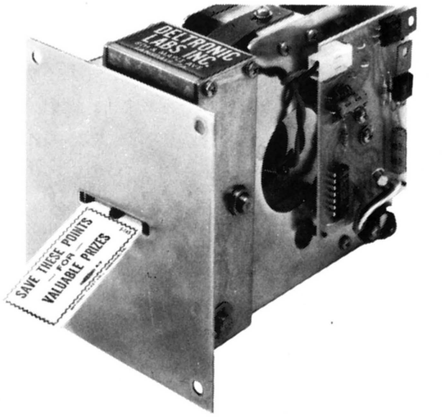

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Taking aim on the pool table market

Play Meter's Oct. '79 issue focused on the pool table market. Beginning to be overshadowed by the relatively new video game technology, pool tables were looked upon as a replacement market. Operators felt they could prolong the life of their pool tables, while shifting their spending to newer video games.

Our coinman of the month was Valley's Emil Marcet. He agreed that pool was looked upon as a replacement market but felt there were things that could be done in the future to turn that around. He explained that although pinball and video were different from pool, that didn't mean that there wouldn't be constant innovations in pool.

Emil also described pool tables as a staple of the industry, without the flash of pinball or video and not requiring much attention. He also recognized the fact that operators were leaning towards 50-cent play; leagues and tournaments could help accomplish that goal.

An article called "Some Thoughts on Operating a Pool Table" noted that "although the pool table has been revered as one of the best-collection amusement pieces in the industry, it remains the most neglected item in the operators' repertoire. The pool table is so sturdy a piece it lends itself to being ignored." He went on to point out that if operators don't pay enough attention to his tables, the location owner will start thinking, "If that thing is so easy to operate, why don't I just buy one?"

We realize 10 years later that a pool table location lost to location-owned tables is difficult to recover.

In other news, a Canadian operator vowed to fight city hall and go all the way to the Supreme Court if necessary to oppose a bylaw passed just before he planned to open an arcade in Ontario. He claimed the bylaw was unfair and should not be allowed to stand.

The North Dakota operators formed their state association, proclaiming "an era of better communication between the state's operators"; New Jersey was facing a $150—$250 per machine license fee to replace a $1,500 operating license; Florida operators were pleased that a new workers' compensation bill would reduce employer payments; Vic Rye was fired from the post of executive vice president of AMOA after serving just over a year; *Starlog* magazine, which had announced an amateur art contest in conjunction with Bally, was attracting over 100 submissions a day; AMOA had collected over $80,000 in legal fees to cover AMOA's suit against the Copyright Tribunal over the location list demand; a tariff restructure in Australia that would have added 41 percent to the cost of imported American machines was under fire; the industry lost T.W. Hughes of S&H Distributing in Shreveport, La.; Rock-Ola held a special three-day service school for its distributors; Si Redd had formed a new distributing and manufacturing body called Sircoma, and Don Hutmier was named as a sales representative; the Music Operators of Texas operators association decided to abandon Galveston as the location for their annual convention because of a major oil spill threatening the beaches there; Stern Electronics and American International Pictures joined forces to promote the pinball machine and movie *Meteor*; Frank Ballouz, Howie Rubin, Don Osborne, Tom Petit, and Sue Elliott were all promoted at Atari; North Carolina and South Carolina operators were making plans to combine their annual trade shows; Ralph Lally wrote an article on running foosball tournaments; and the IRS was looking into taxing pinball machines used for tournaments or league play.

In his Critic's Corner column, Roger Sharpe featured *Genie*, Gottlieb's first wide-body pinball game; *Time Warp*, William's follow-up to *Flash*; and Bally's *Harlem Globetrotters*, featuring the dynamic basketball team on the backglass.

The ten top songs appearing on Play Meter's "Top 25" were "Rise" by Herb Alpert, "Spooky" by Atlanta Rhythm Section, "Sail On" by The Commodores, "The Devil Went Down To Georgia" by The Charlie Daniels Band, "Dependin' On You" by Doobie Brothers, "After The Love Is Gone" by Earth, Wind and Fire, "Born To Be Alive" by Patrick Hernandez, "Don't Stop 'Til You Get Enough" by Michael Jackson, "Sad Eyes" by Robert John, and "Lovin', Touchin', Squeezin'" by Journey. ☐

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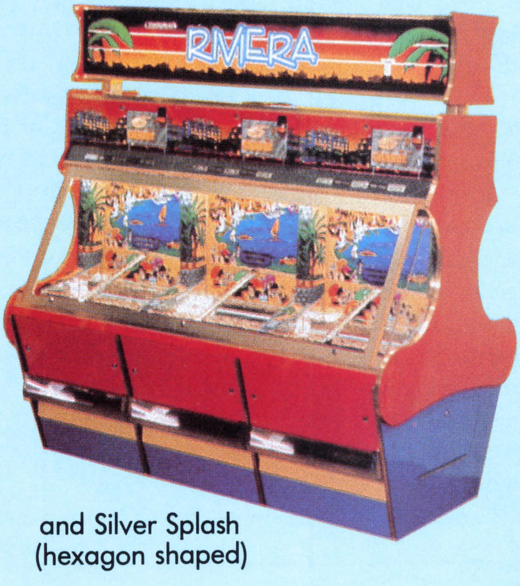

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ASK THE OPERATOR

Question:

How valuable are equipment polls? Do they influence your game-buying decisions?

A

Phil Elum
Elum Music Co.
Massillon, Ohio

I look at equipment polls, because they are valuable to an extent, but I don't rely on them 100 percent. There are a lot of different polls out there; the trade press, distributors, and the larger game rooms all have them.

Our company doesn't use them for buying games unless all of the polls agree that a game is near the top for a few months in a row. If a game is scattered throughout the different polls, or high in one but low in another, then we tend to be more cautious. So, to sum it up, the polls are helpful but they're not our only gauge when it comes to buying games.

A

Carl Coleman
Shenandoah Amusement Co.
Roanoke, Va.

Equipment polls are very, very important. You can learn about what's new from the trade shows and your distributor, but without polls like Play Meter's, you wouldn't know how the games are rated or how they've been performing.

In the long run, though, I have to make my buying decisions based on what I like and the location involved. I prefer those games where you have to use the hand and the mind together, like football and basketball games. A trivia game may do real well in a college location, but it would be a disaster in a redneck bar. People don't want to put money into a machine to show how dumb they are.

A

Lee Batson
Sunshine Enterprises
Birmingham, Ala.

I don't use the polls in the trade press to make buying decisions, but I do look at them. I'll put a new game out in test locations and see how it does; that's my own informal poll. Then I look at the magazine polls to see if everyone else is getting results similar to mine.

Doing it this way makes the most sense to me. I think the majority of people would agree on the top six or seven games, but beyond that it's anyone's guess what's going to earn well at a given location.

A

Sam Bonito
Electric Circuit
Bloomfield, N.J.

The polls definitely help because they give you an idea of the top games out there. Different areas require different games; what's successful in our game rooms is not necessarily successful on the street route.

We move the games around a lot, so you need to know what's new and popular across the country. Usually, if a game is at or near the top of a poll for awhile, it's worth our looking into it.

A

Jerry Swayne
All-American Amusements
Baltimore, Md.

The polls are influential to a certain degree, particularly when I go to the distributor to trade in a game. I'd like to see a weighted poll. For example, a guy with two *Double Dragons* might rate it a five on the poll, while I with 22 *Double Dragons* might give it a nine. The two of us would average out to a seven on the poll, but the disparity in the number of games we have would make the number not totally accurate.

We use our own internal rating system for games before getting the magazine with the newest results. The ratings in the trade press simply supplement our findings.

A

Jim Markham
Diamond M Enterprises
Vancouver, Wash.

I think equipment polls are extremely important. I use them because they let me know what's working well across the country. They're also helpful to me in dealing with my distributor.

But you can't depend 100 percent on polls when it comes to buying games. What's earning well in one area might not be popular where you are. On the other hand, if a game is popular in your area but doesn't appear very high on the polls, you still need to get it to keep up with the competition. ☐

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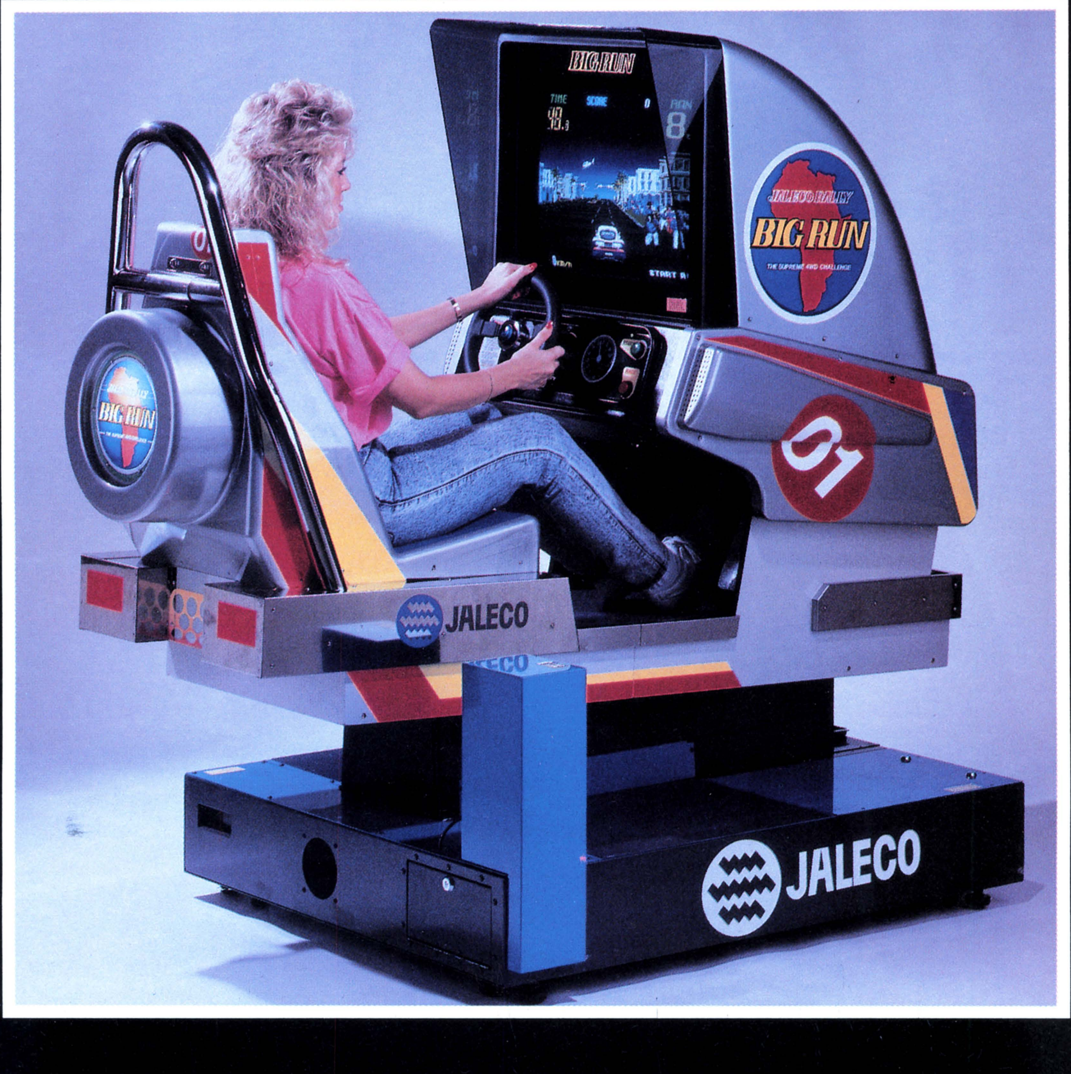
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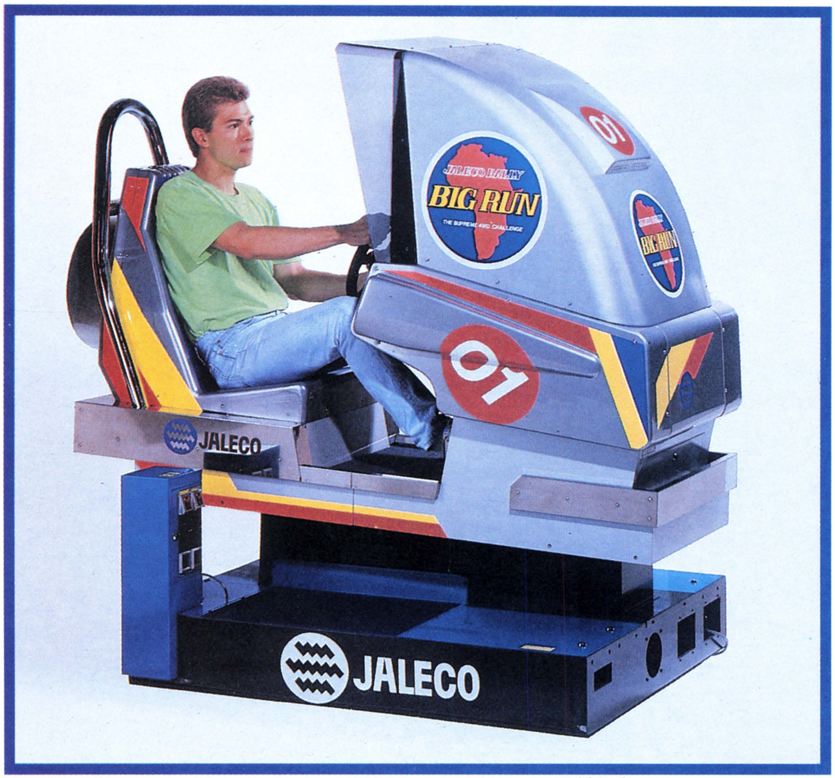
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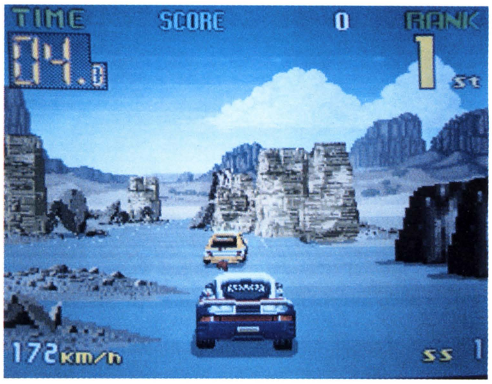
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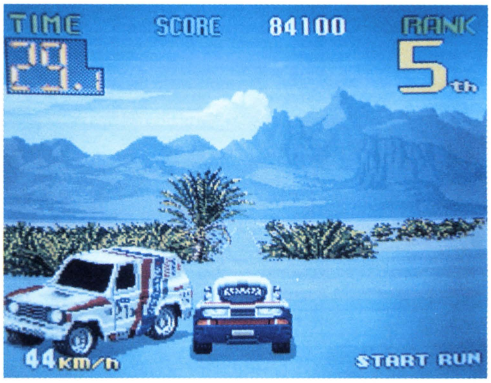

TIME
29.1
SCORE
84100
RANK
5th
44km/h
START RUN

Just when you thought all racing games were the same, Jaleco introduces Big Run, a driving game so real you can almost taste victory at the first "rev" of your engine.

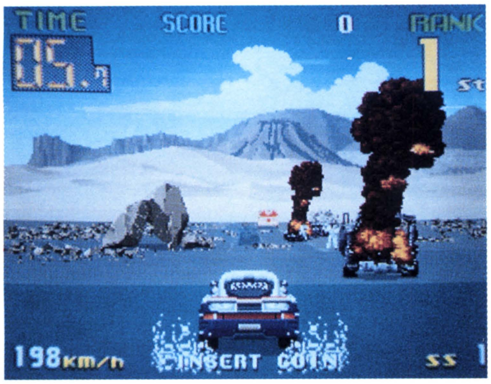
Start with ***spectacular graphics*** and five challenging stages of racing play as you fight fatigue and rough terrain on this simulated Paris to Dakar race course. Down shift your way through hairpin turns with a ***2-speed shifter.*** Automatically move other drivers out of your way by ***blasting your horn.*** But watch out! If you ram another driver, you'll end up in a fiery crash scene even James Bond would be proud of.

Big Run doesn't stop there. Add in ***stereophonic sound effects*** for tire-

BIG RUN
01
JALECO
JALECO

01
START
RACE

FROM THE START.


TIME
05
SCORE
0
RANK
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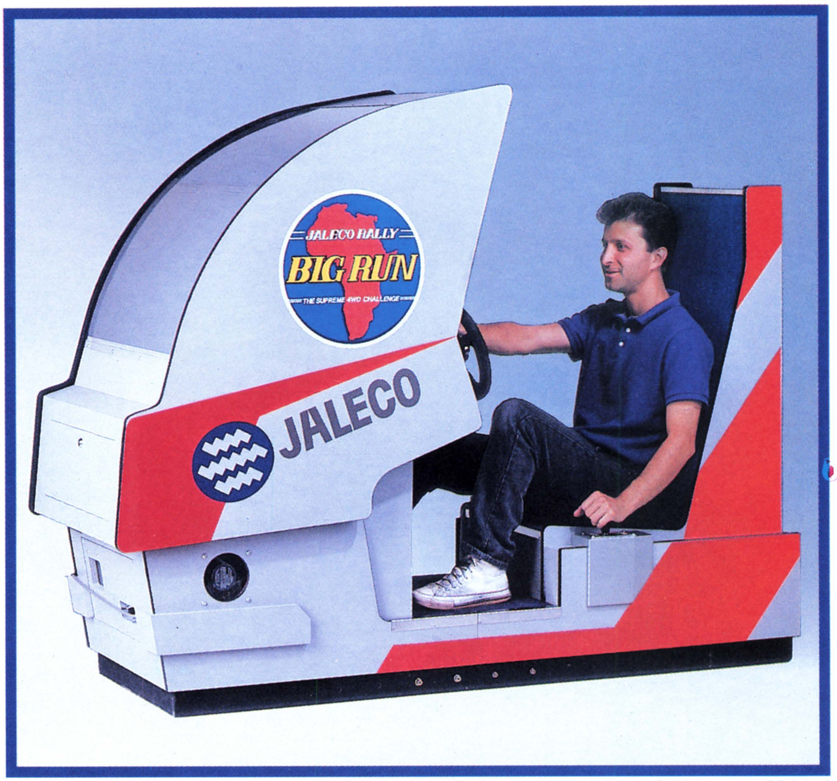
198km/h
INSERT COIN
SS 1


JALECO RALLY
BIG RUN
THE SUPREME 4WD CHALLENGE
JALECO

Big Run™ stationary sit down: 57½ h × 27¼ w × 69¼ d

screeching thrills and chills. And, ***link up 1, 2, 3 or 4 Big Run games*** and your players will experience the action of competing head to head with other drivers on the course!

Big Run, with either ***19″ or 25″ horizontal screens,*** is available in ***3 distinctive models:*** a compact upright; a classy stationary sit down; and a "rock 'em" moveable sit down that follows the twists and turns of your every move. Each Big Run comes in a ***dynamically designed cabinet*** that's right for any of your locations.

JALECO™

Jaleco USA Inc.
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(312) 647-7077

JALECO RALLY
BIG RUN
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JALECO RALLY
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JALECO
01

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AMOA '89

AMOA SHOW COVERAGE

GameTek
GameTek PRESENTS
The Money Machines
AVAILABLE WITH TICKET DISPENSER
WHEEL OF FORTUNE
WHEEL of FORTUNE
Arachnid

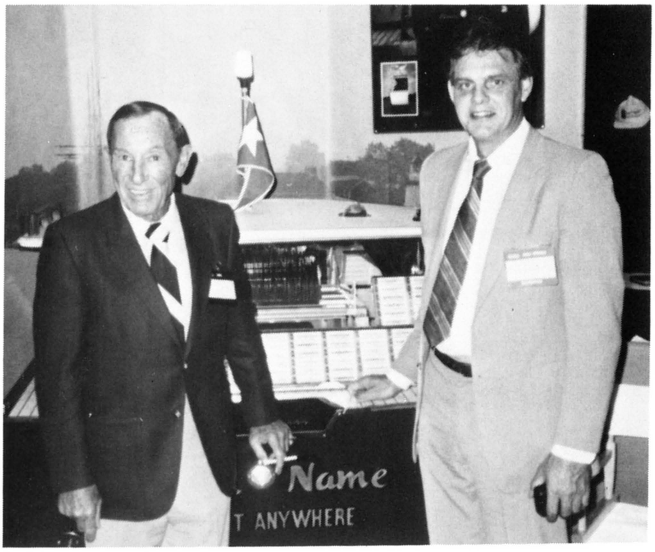
AMOA '89

Operators enjoyed Romstar's line-up of games.

Gene and Mary Lou Coughlin with Jackie Williams (r) of Dale M. Williams Co.

Rowe's Joel Friedman (l) with Lamar Forque of Music-Vend.

By Coin Concepts' *Rebound* (l-r): Tom Anderson of AA Amusements, Wylie Irwin, Bill Johnson of Take Five, and mark Gore.



Cashbox's George Albert (l) with Paul Harmon of Carson City Manufacturing.

Imagination Leisure inc
SST LITE
LESS FILLING
EARNS GREAT

Richard McGrath (l) and Dick Simon of Imagination Leisure with their new *SST Lite* air hockey. John Madden says "less filling" and they say "tastes great." You'll have to judge for yourself.

AMOA: A winner in Las Vegas

The Amusement and Music Operators Association (AMOA) show, held Sept. 11-13 at the Las Vegas Hilton Hotel, was three days of guarded enthusiasm for an industry emerging from a slow summer.

Booth space was at an all-time high (close to 700), and attendance was nearly 7,500. Operators were ready to see some new, innovative games to revitalize their routes and arcades. Although there were a lot of video games, the themes—for the most part—had been seen before. If we could sum up the show in a few words, it would probably have to be ''driving games and fighting themes.''

The show generated a lot of enthusiasm, as various companies enlisted celebrities for signing autographs and chatting with attendees. Elvira had crowds lined up at the Bally booth, while Heather Thomas, Jeff Conoway, Big John Studd, and Jerry Vale signed autographs at Seeburg. The Tokens were in the Mobile Records booth, and wrestlers The Honky Tonk Man and Jimmy Hart gathered 'em around at American Technos.

Driving games have always been popular with players, and manufacturers have been more than willing to give them a big choice. Operators will agree that driving games usually show a healthy return on investment, but at the same time they are hesitant about spending more and more money to replace driving games that are still earning their keep. In fact, high prices was the major complaint voiced by operators.

Others said they simply weren't ready to start buying new equipment right now. Those involved in pool and dart leagues are just getting them started. They said they would wait until the leagues were established before choosing video games for their locations.

Despite the hesitation and complaints about prices, most operators agreed that there was plenty to choose from. Even those not focusing on video had an array of other types of equipment from which to select. Jukeboxes were a hot item, as many operators are opting for CD technology.

''Video jukeboxes are doing very well in Europe, but they haven't done well in the United States as of yet.''

Video Games

One surprise game that shows innovation and sports a theme that we certainly haven't seen before is Premier's new video game, *Exterminator*. Warren Davis and Jeff Lee, who gave us *QBert* several years ago, collaborated on this game. The player is challenged to rid houses of bugs and pests. The cabinet was designed to look like a house to add to the game's realism.

Premier president Gil Pollock said they wanted to avoid the ''me-too'' syndrome of the industry, adding that Premier distributors said the company had accomplished its goal. While it was not shown on the exhibit floor, word of mouth proved to be as powerful as ever. According to the company, the game should be in production in November.

Another game not shown on the exhibit floor was *AmeriDarts* from AmeriGames. This new company is headed up by Frank Bundra, who was with Konami for many years. He and his partners have developed a game that is fun without sex or violence. Players compete in a choice of several dart games using a track ball to shoot the darts. The track ball is mounted differently from most and gives a feeling of more control over the direction of the dart. The graphics are very good, and the little extras make this a game that will be a must on operator lists.

Operators were very excited about GameTek's *Wheel of Fortune,* based on the popular TV show of the same name. The player is involved in a puzzle - solving exercise, spinning a wheel and guessing the phrase. It is available as a countertop, upright, cocktail table, and conversion kit.

American Technos featured *WWF Superstars*, a wrestling game that has already made it to the top of equipment polls. The game is offered in dedicated and kit form and stars eight of the most popular wrestlers today, including Hulk Hogan

AMOA '89

The most original booth was United Amusements, where the new NEC system games were shown in a glass-enclosed platform.

Flushed with plush (l-r): Dean Bastil of All Star Lanes with Linda Wagnon and Jack Parker of Nancy Sales.

Cathy and Larry Witt of Music Service play Meltec's *Knock Down*.

L-r: Betson's Ron Carrera, John Lotz, and Dynamo's Damon Paramore.

Take Ten's Jane Adkins (l) with Ace Novelty's Tom Capodarco and Rorie Keller.

Operator Frank Rizzo with the Nintendo gang (l-r): Mike Minor, Pete Walton, Linda Weber, Jerry Monday, and Chuck Arnold.

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and The Honky Tonk Man. All of the wrestlers are programmed with unique wrestling moves.

American Technos' *Block Out* veers from the beaten path with a 3-D mind teaser. The player tries to hit various colored blocks with a block of the same color.

Atari wowed audiences with *FourTrax*, a four-wheel drive simulator featuring one of two motorcycles. Players were thrilled at the non-stop action.

Atari's *S.T.U.N. Runner* is another driving game with polygon generated 3-D graphics. Set in the 21st century, players feel the power of a billion dollar racing vehicle racing at up to 900 miles per hour. The game features an ultra-sleek, futuristic ride-on cabinet.

The company's *Cyberball 2072* is touted as "what the future of sports will be." It is futuristic football with all the key ingredients from the original *Cyberball*, with some new additional features. It's a dedicated game available in a one- or two-screen cabinet.

Atari also showed *Tetris*, its universal kit game that challenges players to fit pieces of a puzzle together to build horizontal lines.

Escape from the Planet of the Robot Monsters is Atari's science fiction-themed game with comic book-style graphics. It is available as an upright game or a horizontal kit.

Bally thrilled audiences with its latest pinball, *Elvira*, but the company also featured the video game *Arch Rivals*, which has proven to have great staying power.

Nintendo is proving its dedication to coin-op operators by introducing *Super Mario III* for *PlayChoice* long before it will be available for home units. Nintendo's other *PlayChoice* releases are *Ninja Gaiden, Tecmo Bowl, Fester's Quest*, and *TMNT*.

American Sammy, a new company that claims "we will be around forever," introduced *Task Force Harrier* and *Omega Fighter*. Both are vertical kits with two-player interactive capabilities and eight-way joysticks. *Task Force Harrier* is an aerial combat game with up to seven attack weapons at the player's disposal.

Strata Corp. of Arlington Heights, Ill., showed *Golden Tee Golf* to the delight of operators. "Golf games seem to draw large audiences, and I like this one. It may be a little fast-paced right now, but I understand the company is making plans to slow it down," said one operator. The game features 3-D graphics, three challenging courses, high fidelity digital sounds, and comes as a complete horizontal kit.

Videos

Exterminator (Premier)
AmeriDarts (Amerigames)
WWF Superstars (American Technos)
Block Out (American Technos)
FourTrax (Atari)
S.T.U.N. Runner (Atari)
Cyberball 2072 (Atari)
Tetris (Atari)
Escape from the Planet of the Robot Monsters (Atari)
Arch Rivals (Bally)
Wheel of Fortune (GameTek)
Super Mario Bros. III (Nintendo)
Ninja Gaiden (Nintendo)
Tecmo Bowl (Nintendo)
Fester's Quest (Nintendo)
Teenage Mutant Ninja Turtles (Nintendo)
Task Force Harrier (American Sammy)
Omega Fighter (American Sammy)
Golden Tee Golf (Strata)
Castle of Dragon (Romstar)
Championship Bowling (Romstar)
Rambo III (Romstar)
50 Caliber (Romstar)
Aqua Jack (Romstar)
Big Run (Jaleco)
Astyanax (Jaleco)
Hachoo! (Jaleco)
Willow (Capcom)
U.N. Squadron (Capcom)
World Cup '90 (Tecmo)
Night Striker (Taito)
Plotting (Taito)

continued on next page

Romstar offered operators an array of kits, including *Castle of Dragon, Championship Bowling, Rambo III, 50 Caliber*, and *Aqua Jack*.

Jaleco raced in with *Big Run*, a driving game simulating the infamous Paris-Dakar road race in Paris. Jaleco's moving cabinet allows the player to experience every rock and bump in the road. It is also available in stationary sit-down and upright models.

Jaleco also introduced *Astyanax*, a one- or two-player game set in ancient Greece, and *Hachoo!*, a kung-fu-themed game.

Capcom has brought the delightful movie "Willow" to the small screen of video games. *Willow* takes players on an exciting, action-packed adventure to a final one-on-one confrontation with the evil queen.

Capcom's *U.N. Squadron* is a two-player interactive game using Capcom's CPS Super Chip. Players face tremendous odds against impregnable fortresses, mobile ground-based aircraft carriers, and stealth bombers. The game is available as a horizontal conversion kit.

Tecmo showed *World Cup '90*, which challenges players to compete in the famous World Cup soccer matches. It has realistic offensive and defensive fighting for control of the ball, kick pop-ups, sliding block kicks, and jumping blocks on defense. It also has a JAMMA wiring harness for easy conversions.

Taito had a crowd around its *Night Striker*, a realistic driving game featuring a unique cabinet with glowing wheels. Taito's *Plotting* is another game that has strayed from shoot 'em-ups and fighting. It is a game of elimination, demanding strategy in a series of carefully orchestrated moves. The object is to systematically eliminate a formation of blocks by tossing their matching counterparts into them within a specified time limit.

Taito has re-entered the world of golf with *U.S. Classic*, a horizontal kit. The game is for one or two players and has authentic landscaping, realistic wind and terrain effects, and state-of-the-art digitized graphics.

SNK offered *Street Smart*, in which players challenge each other to become the champion in a grudge match. It has such characters as Slippery Sam Santana, Tiptoes, The Wrench, and Crybaby Palermo.

The company also hit big with *Super Champion Baseball*, featuring batters' and pitchers' stats and the player's choice of stadiums. Players can also choose from 12 teams. It is available as a horizontal kit with full graphics.

SNK's *Gang Wars* has Mike the Boxer

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AMOA '89

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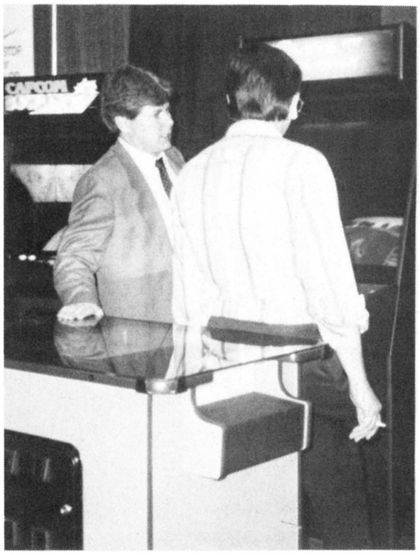
ERESTS

L-r: Robert and Janet Herman of Ace Amusements with Tammi and Larry Morris of Laramie Interests.

TURBO GRAFX

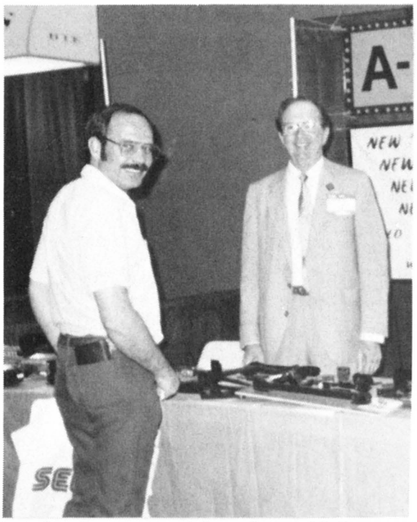
United Amusements' John Hibbs with NEC's Carolyn Balkcom.

Mike Silverstein of PMI (l) with Jeff and Cindy Vitale of Olympic Lanes.



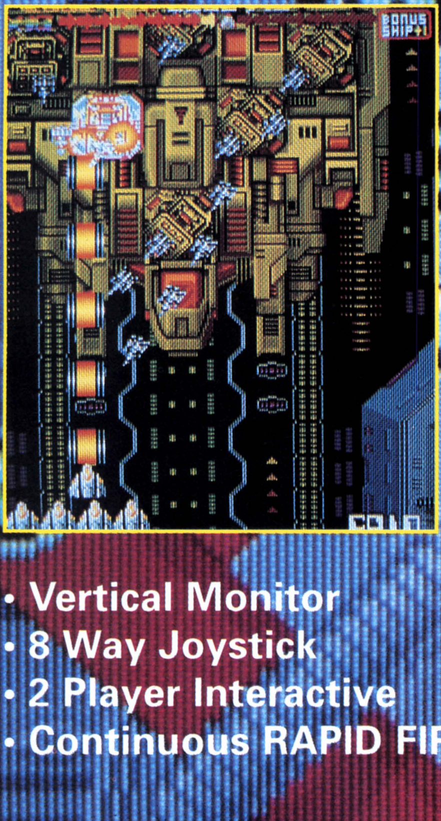
Grand Products showed an array of cabinets.

At the Konami booth are Paul Sawicki, Jerry Korbecki, and Mary Hermanson.



A-1's Stan Pearson (r) with Steve Sweet of Colter Amusements.

OMEGA FIGHTER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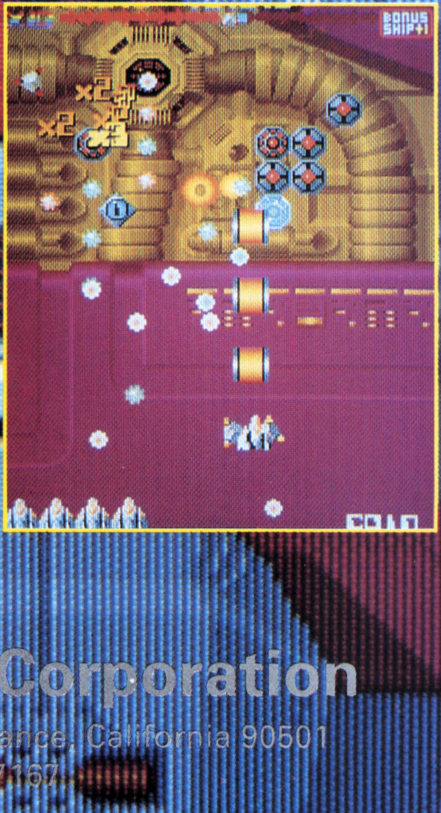
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AMOA '89

Zamperla's David Martin (r) cheers on Hilaire Blanchard of Pocamo.

L-r: Lou Larson of Atlas with Jeff, Virginia, and Amber Kauffman, and Bob Ranies of Exidy.

INTERNATIO
SARASOTA

Jeff Siefert (c) of Just For Fun with Gamco's Emily Simpson and Ron Yaffe.

John Smittle (c) with Mardi Gras Plush's Mimi Kiene, Dan Wilkenson, and Pepper Kiene.

Skee Ball • Super Ball • Video Games
MUNC
NOVELT

L-r: David Peters of Absolute Amusements, Diane Seibert, Kevin Tussell, and Ed Charmack.

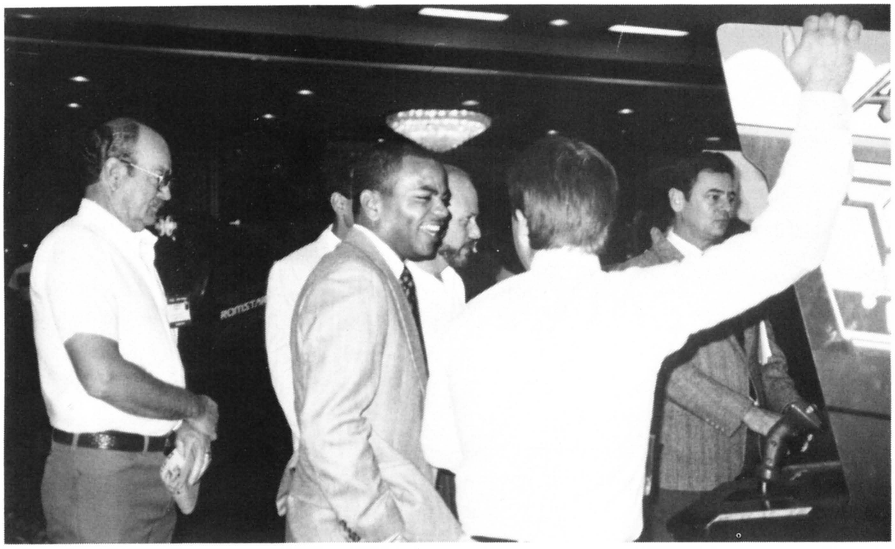
EIGHT BALL KITTY
8
WINNER
SURE GRIP

L-r: Marylin Hemple, Larry Turner, Nick Boden, and Tony Politi.

AMOA '89

L-r: Gordy and Judy Potratz of Maple City Amusements with Allen Justice and Linda Deutschmann of A.L.D. Services.

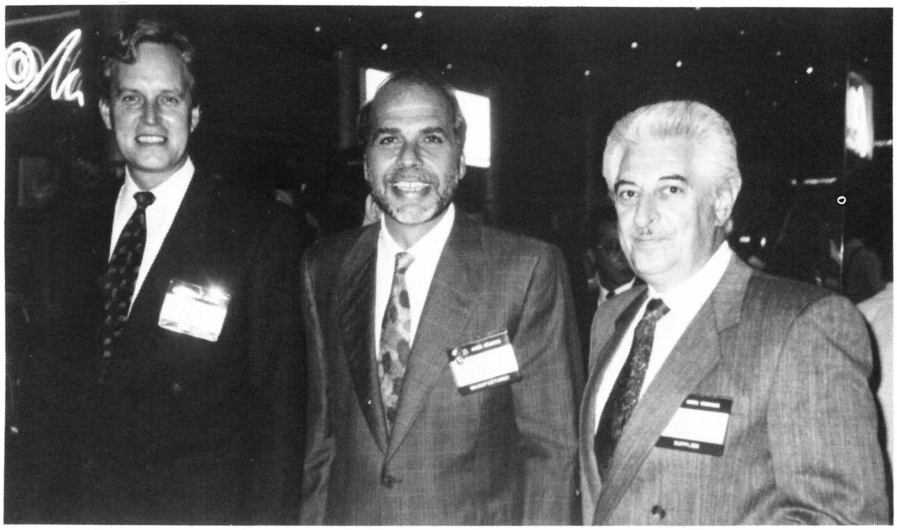
The Bettelmans: Adrea, Sandy, and Leah.



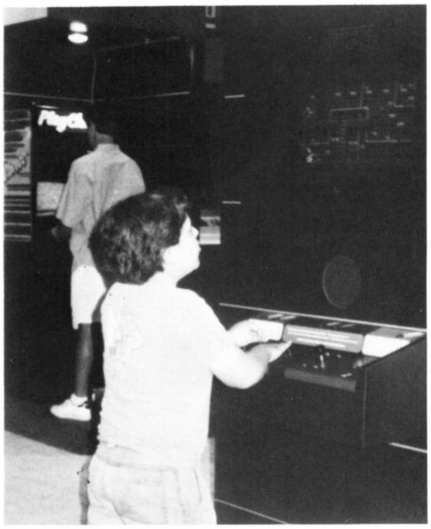
Romstar's Tim Jackson (c) is all smiles over response to games.

HI-TECH AMUSEMENTS
POP

L-r: Al DaSilva and Xavier DeLauz of DaSilva Associates with Richard Devuono of Hi-Tech.



Gene Lipkin (c) with Robert Snyder and Sam Farhy.



Kids can never resist a Nintendo game.

and Jackie the Martial Arts Expert, who combine their skills to overcome six notorious and different street gangs. It is a horizontal kit. *Sky Adventure* is a flying-themed game that has players maneuvering planes around the screen.

Sega gave racing enthusiasts a thrill with *Super Monaco GP*, a racing challenge that's also available with Sega's "power link." The game is available as a deluxe sit-down (with high-action total body immersion cabinet), upright, and sit-down versions. The power link allows more than one game to be hooked together for players to compete against each other.

Sega also showed its realistic golf challenge, *Super Masters*, which utilizes Sega's System 24 mother board for ultra-authentic graphics. *ESWAT* is a new kit that comes with a complete circuit board and a JAMMA-compatible wiring harness.

Konami had three horizontal kits: *Bottom of the Ninth, S.P.Y.*, and *Crime Fighters*. Operators were especially interested in using them to convert their *Gauntlets*.

Data East had three games to exhibit: *Midnight Resistance, Super Volleyball*, and *Sly Spy*.

Fabtek showed *Dynamite Duke*, while Irem showed *Dragon Breed* and *X Multiply*, a game in which the action takes place inside the human body. Frank Ballouz, president of Fabtek, will be taking over a position at Irem and working on licensing agreements with the company.

Leland, one of the only American video game manufacturers, showed its hit *Super Off Road*. It has a track pack that allows operators to change the tracks and add some new features. The company also showed *All American Quarterback*, a four-player game in a cabinet the size of a two-player game.

Yankee Games, the creators of *Capcom Bowling*, exhibited *Grudge Match*, a wrestling-themed game shown in a suite at ACME '89. The company also showed *Coors Light Bowling*.

U.S.A. Games, formerly World Games, introduced *Hellfire*, a two-player interactive space epic available as a conversion kit.

Videos continued

U.S. Classic (Taito)
Street Smart (SNK)
Super Champion Baseball (SNK)
Gang Wars (SNK)
Sky Adventure (SNK)
Super Monaco GP (Sega)
Super Masters (Sega)
ESWAT (Sega)
Bottom of the Ninth (Konami)
S.P.Y. (Konami)
Crime Fighters (Konami)
Midnight Resistance (Data East)
Super Volleyball (Data East)
Spy (Data East)
Dynamite Duke (Fabtek)
Dragon Breed (Irem)
X Multiply (Irem)
Super Off Road (Leland)
All American Quarterback (Leland)
Grudge Match (Yankee Games)
Coors Light Bowling (Yankee Games)
Hellfire (U.S.A. Games)
Metal Hawk (R.H. Belam)
Urban Surfer (Surf's Up)
Victory Run (TurboGrafx)
Legendary Axe (TurboGrafx)
Keith Courage (TurboGrafx)
Alien Crush (TurboGrafx)
World Class Baseball (TurboGrafx)
Dungeon Explorer (TurboGrafx)
China Warrior (TurboGrafx)
Power Golf (TurboGrafx)

Surf's Up Co. of Titusville, Fla., showed *Urban Surfer*. The game features a real surfboard mounted in front of the game. The player stands on it and "rides" the waves shown on the video screen.

United Amusements showed the *TurboGrafx-16* system, which it has been working on with NEC since ACME '89. The company has a licensing deal with NEC (one of the 20th largest companies in the world) to adapt its home game system to coin-op use. United Amusements will sell the unit, the adapter kit, and credit-card sized games (*TurboCards*) that can simply be inserted to change the game. (The system was exhibited at the United Artists Theatre Amusements booth; the company is one of the partners in the arrangement, implementing the system in its theatre lobbies nationwide.)

There will originally be nine games from which to choose, with plans for five more before Christmas and even more in 1990. The first games include *Victory Run, Legendary Axe, Keith Courage, Blazing Lazers, Alien Crush, World Class Baseball, Dungeon Explorer, China Warrior*, and *Power Golf*.

Cabinets

Operators wanting new, quality cabinets to enhance their kit purchases had many to choose from. Dynamo has consistently been the leader in cabinet design, supplying cabinets to manufacturers for their games. Dynamo was out in full force with its *Signature* and *Benchmark* series of cabinet designs.

Knock Down Industries of Circle Pines, Minn., showed the *VH-1925 Excaliber* cabinet. It has an array of special features, including removable control panel, a plywood slide-drawer system, adaptability to either 19- or 25-inch horizontal or vertical monitors, and construction of durable plywood. It comes in black or white, woodgrain, and other colors on request.

Advanced Design & Manufacturing featured *ADAM*, its universal video hardware system. The cabinet can be completely knocked down for saving space. It has a slide out drawer for easy servicing, a double rear access panel, and can be used for one-, two-, or four-player games.

Grand Products showed it universal video system, touted by the company as "technology for the '90s." It has 3/4-inch plywood with tongue and groove construction and is adaptable to 19- or 25-inch monitors. The cabinet also has the "works-in-a-drawer" method, rear wheels, and steel leg leveler plates.

East Coast Design showed its *UV Series*, with melamine laminated fiberboard, a universal color monitor, tubular steel inner frame, a nine-inch deep control panel, and an exclusive "lift and lock" slide out drawer.

M.H. Associates featured the *MHA* cabinet with black or white, waterproof, melamine-coated finish. It also has an extra large universal control panel with predrilled holes, lexan shield covers, works-in-a-drawer, five year warranty on 12-amp power supply, extra large leg levelers, and two built-in cooling systems.

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Al Eggermont (c) of Music Service with Drews' Dan Giddings and Steve Pickle.

Scott Edmunds of Great Scott Amusements with Axlon's Carol Weiner and Nick Frost.

L-r: Lori Beck of MGA, Dee Snyder of Quality Plush, Pat McKerriger of MGA, and George Snyder of Quality Plush.

Happy Skee-Ball staffers L-r: Al Sprouse, Irv Abbott, and Joe Sladek.

The C.S.I. Service gang: Peter, Randy, Dennis, and Elizabeth.

Sue Sprouse, better half of Skee-Ball's Al Sprouse, checks out the *Clean Sweep* double crane.

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Chazz, son of Sharp Image's Chris Anderson, enjoys a ride while his babysitter Czech Udo (l) and Kiddie Ride USA's Joe DeMarsico watch.

Ted Karasawa (l) of Pioneer Laser Entertainment with Bruce Higham of Diamond Time Ltd., the software suppliers for Pioneer's video box.

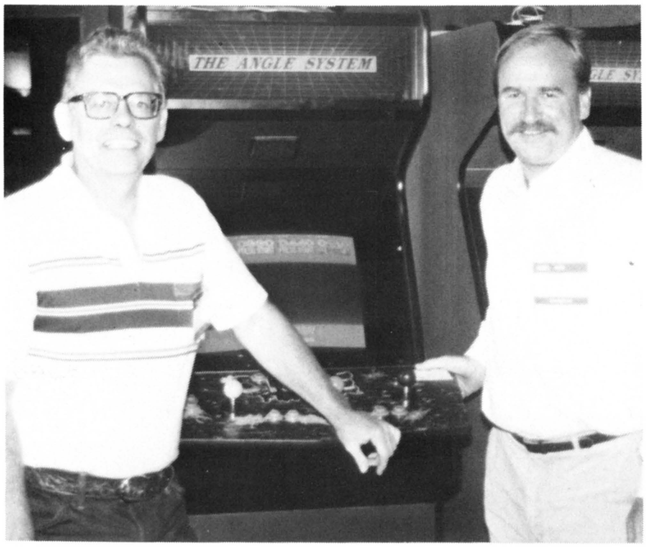
Play Meter's Valerie Cognevich with David Siller (l) and Jeff Peters.

L-r: Bill Mullins of Mountain Service Corp., Hal and Phil Steinberg of Rosette, and Carmen Ricci of Grayhound.

L-r: Strata's John Cassiday with Canadian operators Gilles Pechat and Rene Bernard

At the Irem display are Frank Ballouz, Ann Nodera, Mr. Fujimoto, and Jeanne Ballouz.

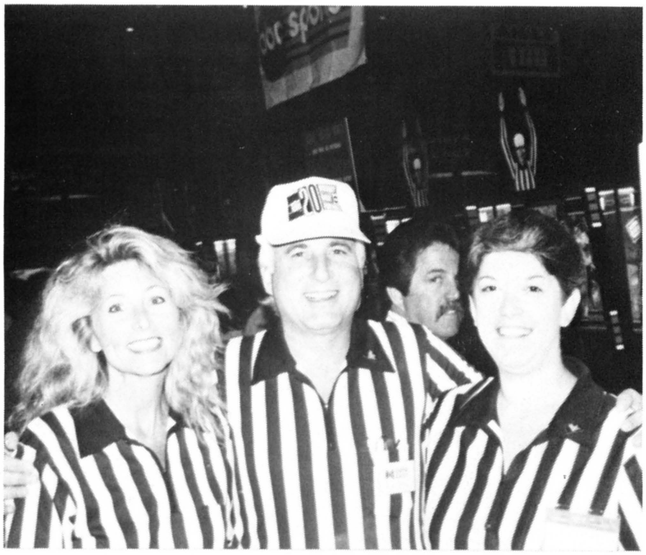
AMOA '89


THE ANGLE SYSTEM

David Kennedy (l) of Kennedy Recreation with Plateau's Dave Leanna.

QUARTERBACK Challenge
BUD LIGHT
Test Your Skill!
ACE

Intermark's Kim Cook (r) shows *Quarterback Challenge* to Kurtis Kaster and Mehrnoush Salashourian.



Data East's Denise and Gary Stern and Shelly Sax.

Don Webb (c) of Chattanooga Coin with Vari Tech's Tom Kane and Ann Coleman.

United Expo workers couldn't resist a game of *Sly Spy*.

Klifford Nielson (l) and Brian Hubbard of On Target.

It can be used with 19- or 25-inch monitors.

Jaleco showed its unique *Lo-Pro* cabinet, which stands just four feet tall. It can be adapted to vertical or horizontal games and features standard JAMMA cables and connectors, a universal control harness to fit any one-, two-, or three-button game that uses one or two joysticks, dual speakers, and complete conversion capabilities from the front of the unit.

Pinball

The one question heard by more than one operator was this: ''Why should I buy any new pins? Is there anything at the show that's different enough to justify buying it?'' The pinball manufacturers hope their product was good enough to induce the opening of some pocketbooks.

Without a doubt, the hit pin of the show was Bally's *Elvira*. Operators waited in line to play this pin, which begins with the buxom Mistress of the Dark cooing, ''Ooh, let's party!'' Said one operator: ''*Elvira* should be a monster hit, no pun intended.'' Another commented, ''I like the little Boogie Men that bob and dance around,'' referring to the three 3-D figures that gyrate when the music and light show begins. (By the way, Elvira appeared in the flesh to sign autographs at the Bally booth.)

Among the features are: spelling E-L-V-I-R-A lights the skull cave for three million potential points; all-new ''jumper bumpers'' for vertical action; flip-up targets for visual excitement; waking the three ''deadheads'' from their eternal sleep is rewarded with one million points; a winding ''monster slide'' and downhill-uphill ramp; an original musical score with Elvira, The Count, and Phantom Organist; and an operator-changeable backglass to cover Elvira's cleavage, making it a more G-rated game.

Williams drew a typically large crowd; this time it was to see *Police Force*. The company is famous for coming out with pinball ''firsts,'' and *Police Force* has three of them. One is a moving police car on the left side of the pin. Once the multi-ball lock is loaded, the police car leaves headquarters and moves down a track. The locked balls are then released back onto the playfield.

Pinballs

Elvira (Bally)
Police Force (Williams)
Bone Busters (Gottlieb/Premier)
Monday Night Football (Data East)
Motor Show (Mr. Game/UATA)

Other firsts are the ''unlimited million shot'' up the center ramp and a ''take the highest score'' feature. In the latter, players have the opportunity to take the highest player's score in a multi-player game by making two consecutive ramp shots on the last ball in play (or a single player can double his score). The operator-adjustable ''hot sheet bonus'' awards players increased scoring values, instant multi-ball play, an extra ball, or even five free games. ''Another solid Williams pin; I'll probably buy a few,'' said one operator. Williams also exhibited its latest shuffle alley, *Shuffle Inn*.

Data East unveiled its *ABC Monday Night Football*, which features stereo play-by-play from the actual broadcast team of Al Michaels, Frank Gifford, and Dan Dierdorf. (The pin commemorates the show's 20th anniversary on the air.) The playfield includes an actual disappearing goal post and ramp for extra points and field goals.

Other features include gold microswitches, the latest light board technology, and coin doors/validators from Coin Controls. ABC Sports will promote the pin at the beginning of every Monday night game. An operator had this to say about the game: ''It looks like a fun, simple-to-play pinball that should do well in taverns and sports-themed locations.''

As for Gottlieb/Premier's *Bone Busters*, more than one operator commented that it was the best pin yet from the company. The skeleton-filled pin has such special features as a ''plunger skill shot,'' which allows the player to get auto-lock for faster multi-ball play; two-, three-, or four-ball multi-ball play; ''Liz's Surprise'': score from 100,000 to 900,000 points to help free the city of jogging skeletons and Old Mean One-Eye; operator-optional bonus time; new cabinet design; new flipper design and lighter flipper assembly; new thumbscrew design; limited warranty for one year on all basic and machine parts, with 90 days for printed circuit boards.

Finally, a pinball by the Italian company Mr. Game, *Motor Show*, was exhibited at the United Artists Theatre Amusements' booth. The pin features three integrated video games, taking players into the world of auto racing. They can test their skills on either Formula One, rally, motocross, or dragster circuits. Messages appear on the screen, and universal handgrips provide a new level of control.

Jukeboxes

Jukeboxes remain a tough choice for operators: do they convert over to CD entirely, forsake them in favor of their tried-and-true vinyl boxes, or hedge their bets with combos? All three classes of operator were at the AMOA show, searching out the best product to fit their particular needs. (For the record, many operators said they're not switching over to CD just yet. Their reasons are two-fold: the cost, and the fact that their locations are such that the sound benefits of CD would be wasted, so why switch?)

Rowe International had plenty of new product to show off. The first box, *CD Nostalgia*, had its body built by California's Antique Apparatus. The new CD/video jukebox holds 20 CDs and 40 videos, while the reliable *RoweStar* 200-vinyl jukebox turned up with sleek new cosmetic changes.

Rowe's new *DanceStar* offers operators a weapon against DJs and their dual turntables, namely, the ability to pump out continuous music. Operators hook a Hideaway box to a Rowe CD box for nonstop CD music. As one song fades out, another one begins, which is essential for dance clubs and discos where DJs rule the roost. The customer-operated *DanceStar*, said one operator, ''will allow me to get some locations back that I lost to live DJs.'' Rowe's Joel Friedman said the company will produce some for test locations before the end of the year.

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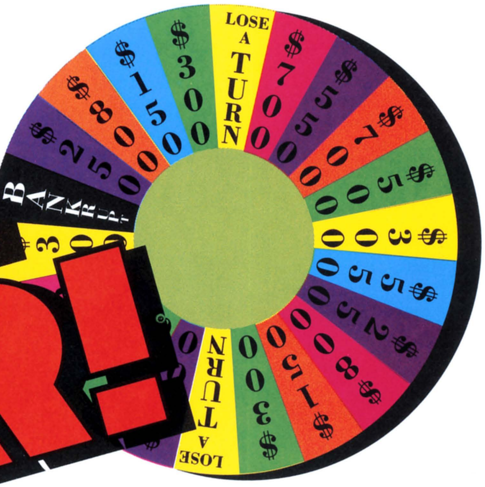
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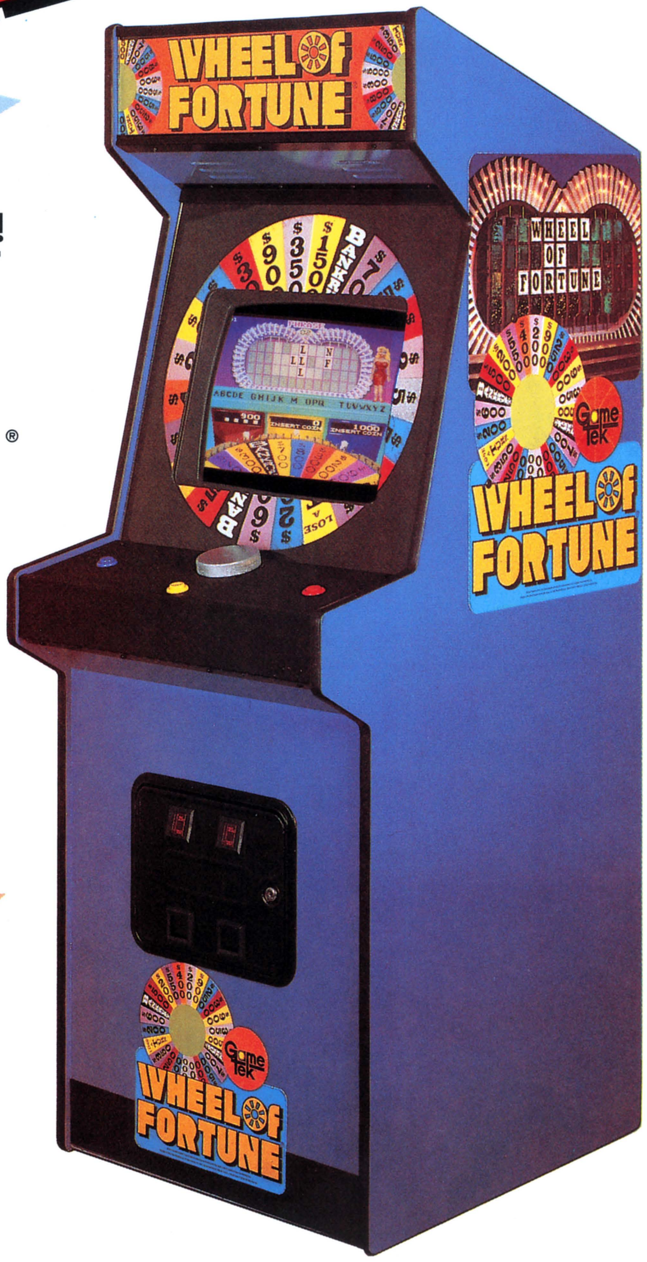
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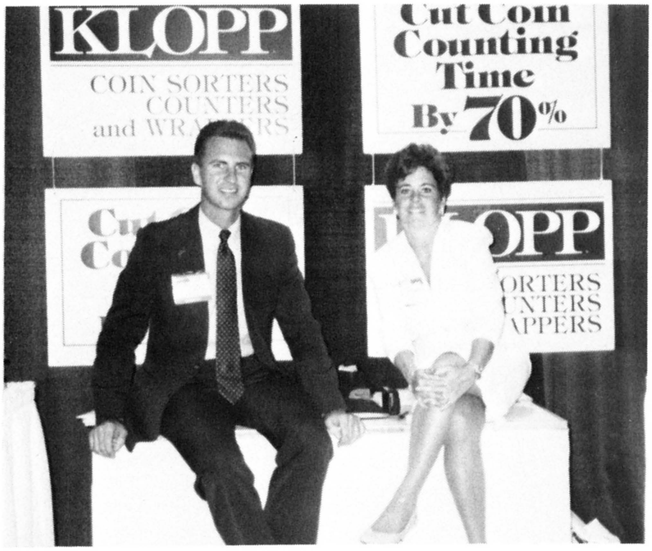

KLOPP
COIN SORTERS
COUNTERS
and WRAPPERS
Cut Coin
Counting
Time
By 70%

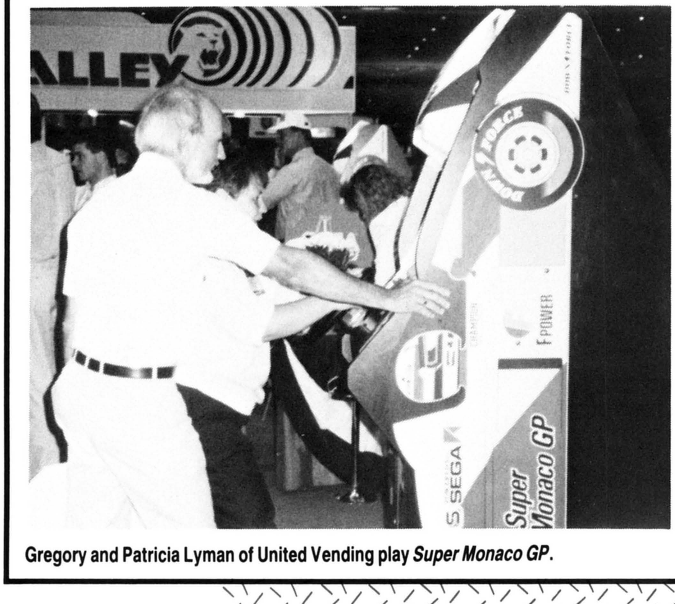
These weary exhibitors are Kyle and Virginia Vollenweider of Klopp.

Outgoing AMOA president Clyde Knupp (second from l) presents award of excellence to Arachnid's (l-r) Sam Zammuto, Bill Ward, and Marcio Bonilla.

BONITA MARIE INTE
YOUR MERCHAN SP
JEWELRY WATCHES UNIC
CRANES PUSHERS ZERS
OMS RIVER

Gene Ross (c) of Schulton Vending with Bonita Marie's Lou Capetta (l) and David Katz.

Frank Bundra (l) and Joey Bundra of AmeriGames with their *AmeriDarts* game.


ALLEY
SEGA
Super
Monaco GP
F POWER

Gregory and Patricia Lyman of United Vending play *Super Monaco GP*.

Don Oliveri of Keys General Amusements with Prizes ' Toni Enposo (l) and Georgia Orozco.

AMOA '89

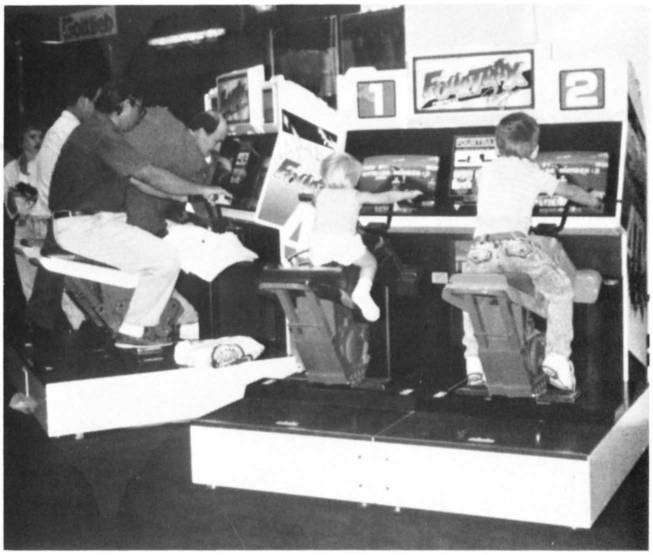
Leslie and Stan Seymour of Seymour Music with U.S. Games' Dickie Hanner (r).

cci
REDEMPTION CENTER
er House
is' and 'Hers'
ngth Tester
Place
Card

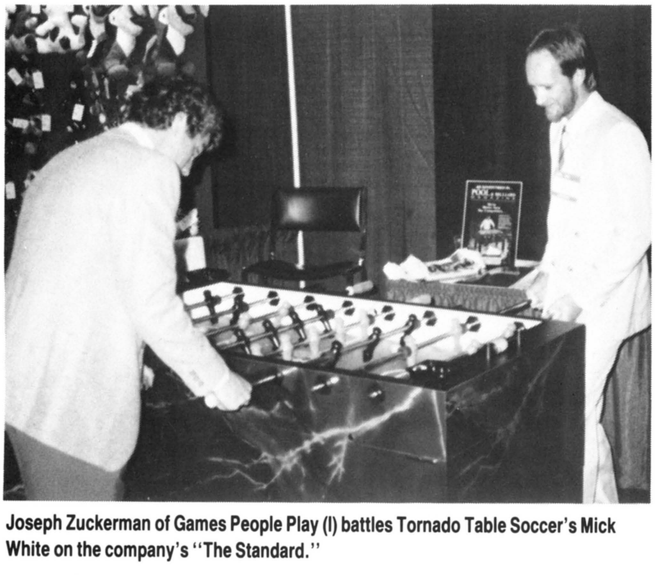
Fernandez Fun Factory's Linda Fernandez gets a smooch from Art Warner.

TRACKBALL CONTROLS

Debbie Brown of A M Distributors (l) with Happ Controls' Sue Happ.



No one was too young or too old to enjoy Atari's *FourTrax*.



Joseph Zuckerman of Games People Play (l) battles Tornado Table Soccer's Mick White on the company's "The Standard."

And the winner is . . . Brenda Rhodes (c) of Bowling Billiard Supplies. Presenting her with a Bozo the Clown are (l-r): Berta Herrera, Ed Plotkin, and Rorie Keller of Ace Novelty.

Rowe also exhibited its 100-CD *LaserStar*, the vinyl/CD *ComboStar*, and the *Laser WallStar*.

Rock-Ola has finally entered the all-CD market with its new *Laser 2000*. The company's Frank Schulz said, "I think this phonograph will put Rock-Ola back atop the hill." Only time will tell, but some operators expressed optimism in the box's future. The *Laser 2000* has 280 watts of total output, an all-new compact CD mechanism that plays up to 100 discs, a standard $1/$5 bill acceptor with 400 stacker, and built-in bass, mid-range and treble equalizer controls, among other features.

Rock-Ola also showed its *Nostalgia Model 1000* and *CD/45 Combo Model 498CDX*.

Carson City Manufacturing, the company that made its first big splash at AMOA '88 with the *SongBird*—a jukebox housed in the tail section of a '57 Thunderbird—is back at it with two new vehicle-inspired boxes.

The *Country Classic*, with its pickup truck design, is made for truck stops and country-western bars. The phonograph houses a powerful NSM sound system, as well as 80 45 rpm records and 10 CDs. Customers are attracted by the flashing cab lights, clearance lights, taillights, brake lights, and headlights.

The *Star Cruiser*, meanwhile, has the same internal features as the *Country Classic*, but it's designed for bars and restaurants with water-related motifs. There are constant cabin, stern, and flagpole lights and sequentially-flashing red/green navigation lights. The jukebox also features real mahogany toe rails, cabin sides, and transom. (Note: The two phonographs are now available with a 100-CD dedicated system.)

Pioneer Laser Entertainment enters the CD jukebox market with the *Laser Juke CD Jukebox*. The unit holds up to 54 CDs, for a total of 810 song selections. The songs are played in the order selected, and the one playing is identified by a four-digit number shown on an LED. Pioneer will also market special compilation CDs (and LDs), which contain 15 current hits, traditional songs, and holiday songs.

Jukeboxes

LaserStar (Rowe)
CD Nostalgia (Rowe)
CD/Video Jukebox (Rowe)
DanceStar (Rowe)
ComboStar (Rowe)
RoweStar (Rowe)
Laser WallStar (Rowe)
Laser 2000 (Rock-Ola)
Nostalgia 1000 (Rock-Ola)
CD/45 Combo 498CDX (Rock-Ola)
SongBird (Carson City Mfg.)
Country Classic (Carson City Mfg.)
Star Cruiser (Carson City Mfg.)
Laser Juke CD Jukebox (Pioneer)
Laser Juke LaserDisc (Pioneer)
CD Fire (NSM-Loewen)
CD Fire Stream (NSM-Loewen)
Galaxy (NSM-Loewen)
Galaxy 2000 (NSM-Loewen)
City CD/Combo (NSM-Loewen)
Laser Music Classic (Seeburg)
Laser Music Model SCD-1A (Seeburg)
Laser Music Model SCD-1B (Seeburg)
Laser Music Model SCD-1C (Seeburg)
Laser Music Model SCD-1D (Seeburg)
One More Time (Wurlitzer)
CD Carnegie (Wurlitzer)
CD Hideaway (Wurlitzer)
Lasergraph Video Jukebox (Wurlitzer)
Make My Music (Wurlitzer)
SL 600 (Wurlitzer)
Music Master (Music Hire Group)
Limelight VJB (Music Hire Group)
The Baltimore (Digital Disc Automation)
The Brunswick (Digital Disc Automation)
Laser One (Digital Disc Automation)
Videobox (Videobox Networks)

The *Laser Juke LaserDisc* plays two 30-song LaserDiscs, for a total of 60 music videos. A large screen monitor or TV for viewing the videos can be placed in a variety of locations, including the top of the unit. The data retrieval system allows you to see the most and least popular videos among paying customers. It will be available next spring.

The songs on both the CD and LD boxes are licensed through the British clearing house Diamond Time Inc. Bruce Higham, director of Diamond Time, promises 30 new titles a month for the LD. "Video jukeboxes are doing very well in Europe, but they haven't done well in the United States as of yet," Higham said. "With Pioneer's unit, I expect things to change in America."

Both the CD and LD jukeboxes are housed in a high-tech, black solid steel square cabinet.

Pioneer also exhibited its video sing-along system, *Laser Karaoke*.

NSM-Loewen America highlighted its *CD Fire*, a 1,000-plus selection "HyperBeam" CD phonograph that mounts on a wall to do away with space limitations. The NSM changer never touches the CD itself; only the tray the disc is cradled in is moved by the changer, further lessening the chances for disc damage. The HyperBeam system lets the operator pre-determine the maximum number of songs that can be played on a disc before other patron-selecton music is played. Also, the 200-watts per channel *CD Fire* has a programmable background music mode.

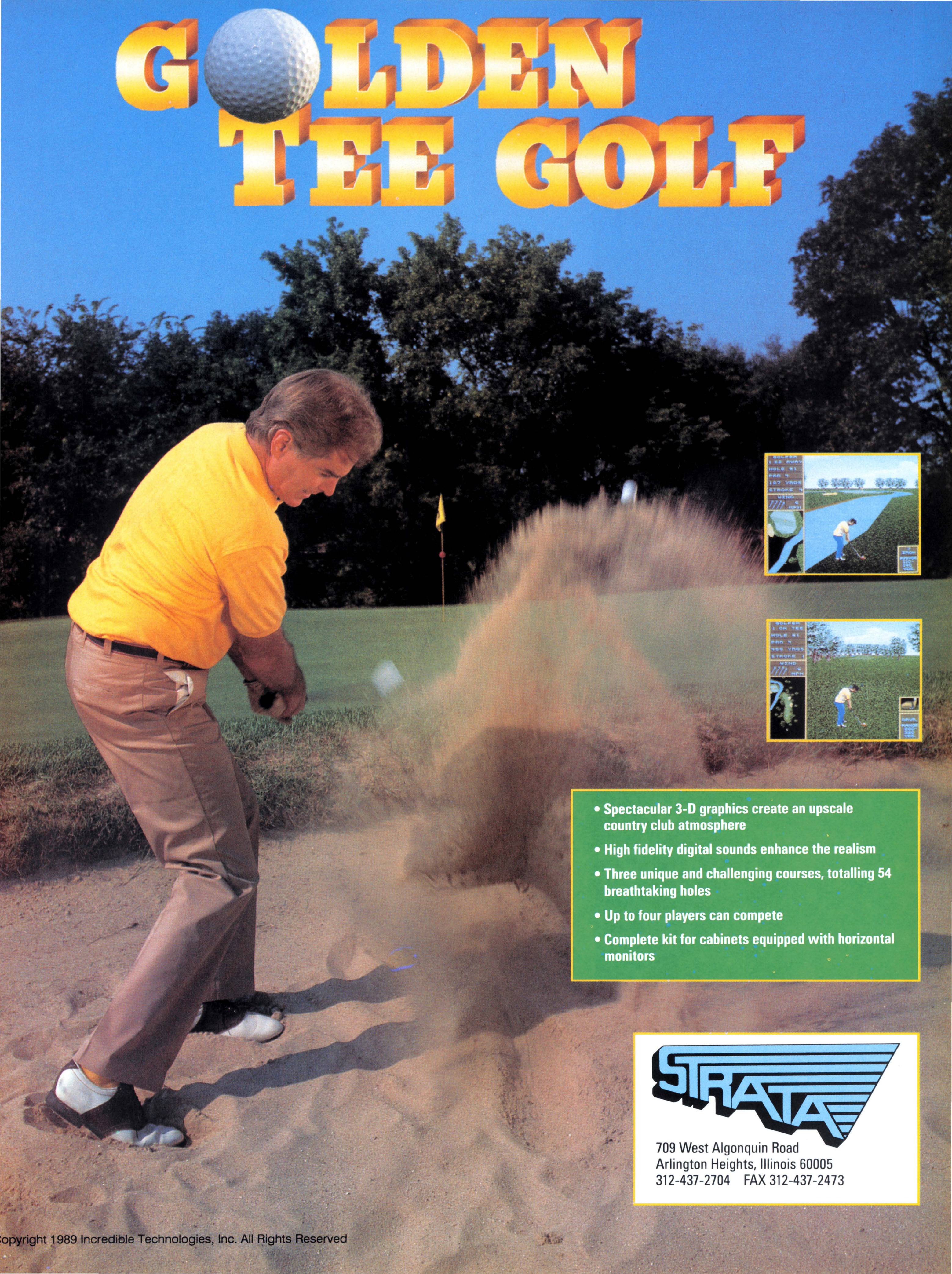
NSM's Rus Strahan reported good operator response to the *CD Fire*, and some comments from operators back him up. In fact, one operator said, "NSM is quietly putting out the best CD boxes on the market." Besides the *CD Fire*, NSM displayed the *Galaxy, Galaxy 2000, City CD/Combo*, and *CD Fire Stream*.

Seeburg's booth was abuzz with excitement over both its jukeboxes and the celebrity guests brought in to autograph pictures. Among them were actress Heather Thomas, actor Jeff Conoway, singer Jerry Vale, wrestler Big John Studd, and Gene Gene, The Dancing Machine of "Gong Show" fame.

Aside from the celebrities on display, Seeburg exhibited its familiar *Laser Music System* jukeboxes. The *Laser Music Classic* nostalgia box, an all-CD affair, has 400 peak watts of musical power and built-in Amplifier Protection Circuitry. The *Laser Music Model SCD-1A, SCD-1B, SCD-1C* and *SCD-1D* all offer 60 CDs and over 600 selections. A particularly attractive feature is the "internal light show," wherein the lights dance to the beat of the music.

Deutsche Wurlitzer GmbH gave browsing AMOA attendees plenty of product to inspect. Besides the old standby, the nostalgia box *One More Time*, the company displayed the *CD Carnegie, CD Hideaway, Lasergraph Video Jukebox,*

GOLDEN TEE GOLF



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AMOA '89

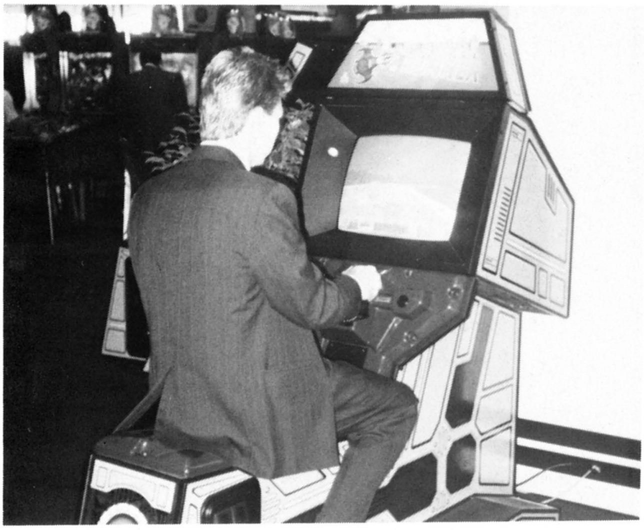
L-r: U.S.A. Games' Richard Rock, Mark Turk, and Sam Franklin with their latest game *Hellfire*.

Proudly displaying their eight AMOA plaques for "Best Other Game" are Chuck Milhem (l) and Alan Schafer of Valley.

1-800-25-CENTS

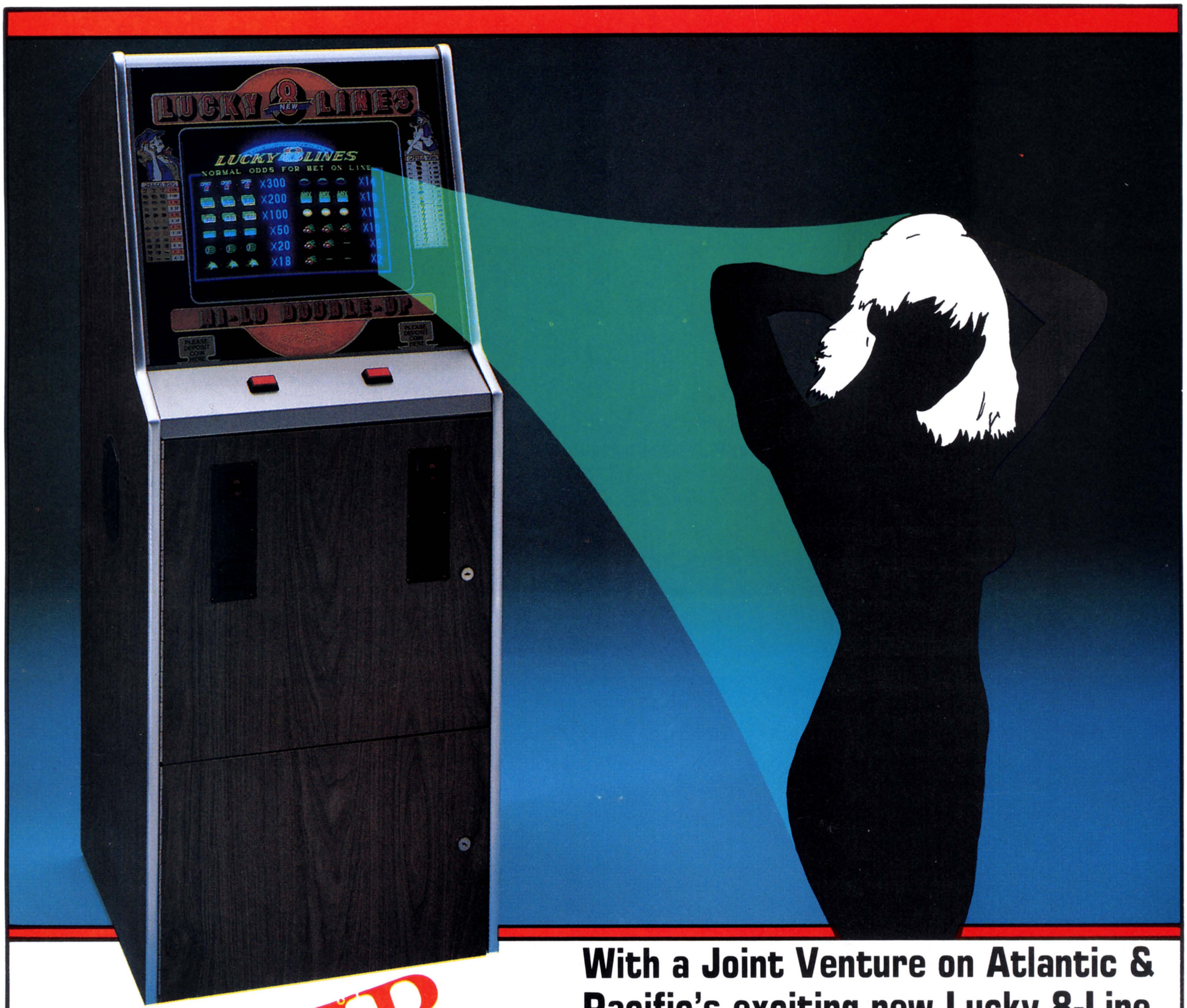
Plush 4-Play's Joe Bates (l) and Greg Costello with their plush selection.

Celebrating Play Meter's 15th anniversary (l-r): Ron Kogos, Carol Lally, Chris Caire, Valerie Cognevich, Bonnie Theard, and Carol LeBell.



John Barone of State Street Arcade plays *S.T.U.N. Runner*.

Brian Duke kept calling the general Coco. It seems the general liked it and swept Brian off his feet.



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Make My Music, and the *SL 600*.

England's Music Hire Group showed the *Music Master* CD jukebox. A 100-CD auto change unit enables up to 2,000 or more tracks to be selected. They also displayed the *Limelight VJB* video jukebox, which houses twin VCRs in its new cabinet.

Another British company, Digital Disc Automation, showed two CD wallboxes—*The Baltimore* and *The Brunswick*—as well as the all-CD *Laser One*. This dedicated box has a variable disc capacity of 15 to 100 and a 300-watts-per-channel peak music mosfet amplifier.

Finally, Videobox Networks Inc. again displayed its *Videobox*, which combines laser disc technology with an automatic robotic stacking system. It holds 30 discs and utilizes two laser players to ensure no delays between songs.

Video Pokers

This category might be termed "the sleeping giant," as operators nationwide are scrambling to have their states legalize pokers and join in the success of Montana. Operators, though they may be operating gray area, still find video pokers to be a profitable enterprise. Those at the AMOA show had plenty of product from which to choose.

SMS Mfg. exhibited its Montana-legal *Draw Poker*. The all-steel cabinet can quickly be converted to *BlackJack, Bingo*, or *Keno*. SMS is also preparing to have its video poker used in South Dakota, which recently legalized video poker on-line.

Merit Industries showed *Pit Boss Superstar*, a steel and wood cabinet that houses 15 games, including Bonus Blackjack, Joker Poker, Roll Them Bones, and Super 7-Stud. Also shown was *Super Pit Boss* and the Montana-approved *Keno Superstar*.

Grayhound Electronics displayed *Casino Games, Super Poker*, and the risque *Deluxe 8 Liner* strip poker. *Casino Games* lets the operator pick his own games, such as Joker Poker, BlackJack, and Horse Racing.

Foxtronix exhibited the *Fox Series Keno* and *Fox Series Poker*, which features such games as Double Up and Half Double Up.

Drew's Distributing added a new piece to its existing line of pokers, *Deuces Wild*, that lets operators set the dip switch for an Aces or Jacks game. The company also showed *Super Bonus Deluxe* and *Honest Dealer BlackJack*.

U.S. Games displayed its *Super Duper Casino*; the countertop offers 15 games in one, 10 available at a time. The company also showed a video poker machine that it hopes to have licensed in South Dakota.

Big Ten Electronics brought its *Draw 88 Poker* and a Keno machine, while Bally Gaming Division/Video Gaming Northwest checked in with *Best Bet Poker* and *Wildcat Poker*. Altec garnered some attention with its video poker, *Hold Um*.

Coincepts introduced *The Dealer*, with auto bet and "royal chance" features. Micro Manufacturing showed *Turbo Joker Poker, Turbo Poker II*, and *Classic Joker Poker*. Yamate USA exhibited *Lucky Mini* and *Lucky 77*, in which a young lady bares her...you get the picture.

Tekbilt showed its *AT5100-TV Game System*, which utilizes a 19" color TV designed to switch from game play to regular TV via a remote. Richardson F&G/dba RamTron had a variety of games to exhibit: *903 Joker Poker, Bonus Draw, Colt, Double Up Poker, Keno*, and *4-Card Bingo*.

Finally, a new company out of Las Vegas, Amazzzing Amusements, displayed its video poker machine.

Table Games

This category of equipment—pool, air hockey, foosball, etc.—is known by operators to be a solid, steady, no-flash earner. They hold an edge over video games in that their income doesn't fluctuate wildly; you can pretty much know what to expect from week to week. These machines also lend themselves to league play, another plus for operators with tavern-type locations.

Valley Recreation Products showed a new version of the *Cougar ZD-4*, with a mahogany color, stronger compression spring counter arm, and redesigned coin chute housing, among other features. The company also exhibited *The Leopard* pool table and *Quik Poke*, a table game that combines poker and "beat-the-clock" pressure.

Dynamo's pool table has a new color—English walnut—and new "Push Lok" fasteners that make replacing pocket liners an easy task. Dynamo also showed its foosball table and air hockey, including a new model. The latter, which is being built by Dynamo and marketed in Japan by Sega Japan, features overhead display scoring, a bright blue color, and sound effects such as crowd noise and whistles. The model is also doing well in its U.S. sites, though it hasn't been marketed to the same extent yet as in Japan.

American Shuffleboard reports continued success with its reliable products: the *Classic* pool table and the *Royal Bank Shot, Royal Cushion*, and *Royal Longboard* shuffle alleys. Global Billiard exhibited the *Coin*, the *Pro Coin*, and the *Old Timer*. California Play Equipment Co. debuted its *Outdoor Pool Table*, designed for use on any lawn, turf, sun deck, patio, etc. It's guaranteed against rain, snow, smog, or sun.

Tornado Table Soccer displayed its foosball, *The Standard*, while Imperial International checked in with its new one, *Premier Soccer*. Amazing Games introduced its improved *Powerkick Tournament 2000*, with a slide-out playfield and one-piece removable drawer. The cabinet is bright red and black with a black base. Penn-Ray Sutra displayed *Tournament Soccer*, a heavier model with one-piece playfield that's now manufactured in the United States. The company also showed its domed model.

Imagination Leisure introduced the *SST Lite* air hockey game. It's 79" x 44", or one-third smaller than the regular model. Since it takes up less room, the *SST Lite* is well-suited for tavern locations. The com-

> ***"Video pokers are a category that might be termed 'the sleeping giant.'"***

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PRESENTS

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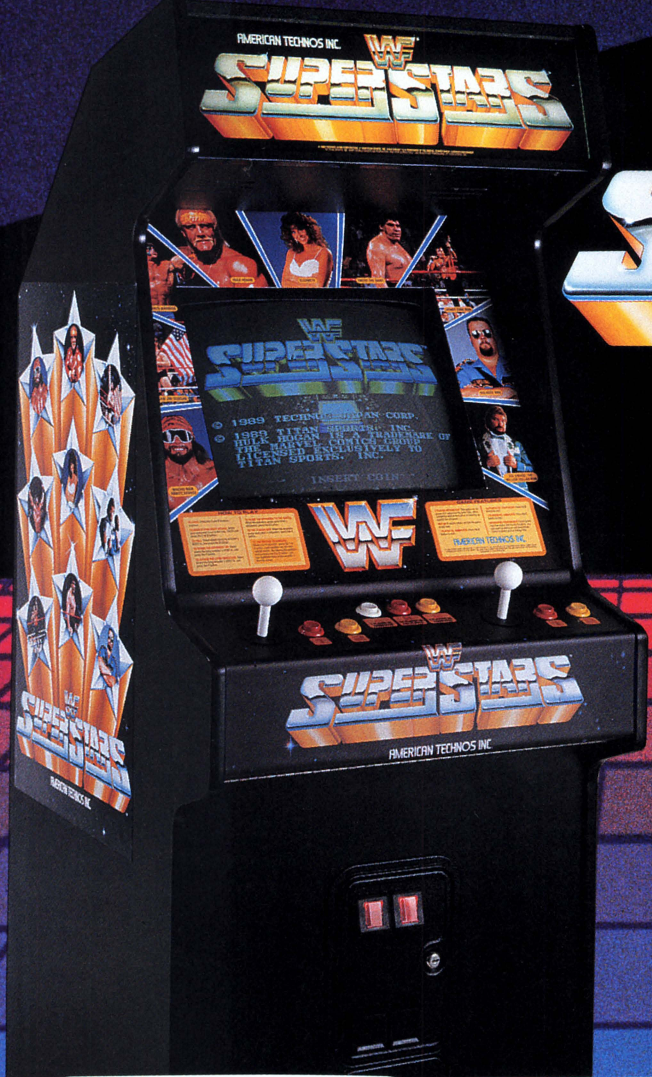
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- The Million Dollar Man Ted DiBiase

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  - —Two Players vs Computer
  - —Player vs Player
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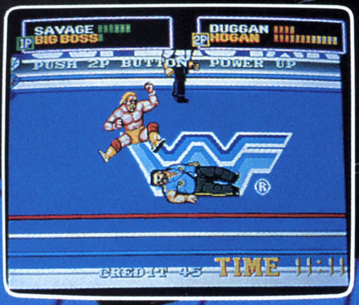
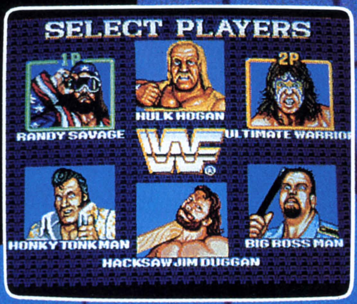
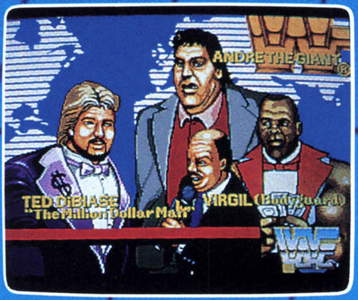
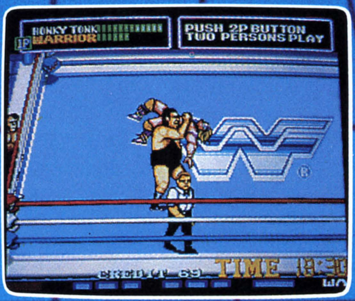

SAVAGE
1P BIG BOSS
DUGGAN
2P HOGAN
PUSH 2P BUTTON POWER UP
CREDIT 45 TIME 11:11


SELECT PLAYERS
1P
2P
HULK HOGAN
RANDY SAVAGE
ULTIMATE WARRIOR
HONKY TONK MAN
BIG BOSS MAN
HACKSAW JIM DUGGAN


ANDRE THE GIANT
TED DiBIASE
"The Million Dollar Man"
VIRGIL (Bodyguard)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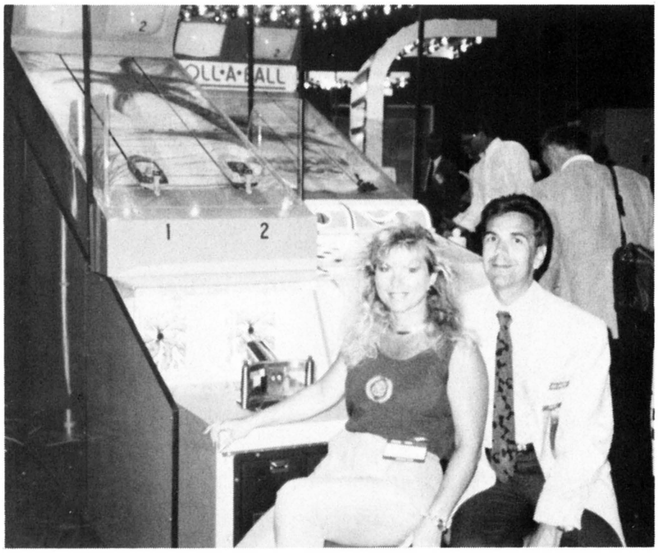
Marion Paul of Fannie Farkel's stops to chat with Coastal Amusements' Lenny Dean (l) and Bob Keelyn.

Gina Hernandez of Tecmo shows latest games to Shaffer Wakin (l) of Cadle Amusement and Steve Naper of Vendors Sales.



Sheryl and Mike Leonard of Coin-Op Specialists at Bob's Space Racers display.

Johnston Products' Terry King (l) greets Russ Minter of Tip Top Amusements.

Dale Cuzalina (c) of Western Novelty with Ramtron's Lori Sorelle and Nolan Kriegel.

Jim and Phyllis Holleman of Hope Novelty fit a game of golf into their busy schedule.

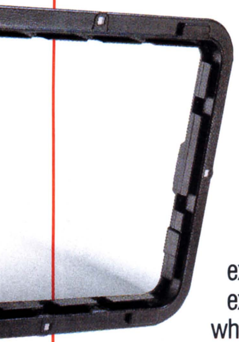
If your games don't come with quality coin doors and coin validators from COIN CONTROLS, you ought to wonder what else they skimped on.

Dedicated amusement games cost a lot of money these days. When you spend that much money, you need to be a shrewd buyer . . . you look for a game with high revenue potential and quality construction. For the cost of a dedicated game, it should at least stand up to the normal abuse that every game faces. If the game you purchase doesn't come equipped with quality coin doors and coin validators from Coin Controls, then it probably says a lot about the quality of the rest of the game's components and construction. You see, manufacturers who care about long-lasting quality make sure that they use only coin doors and coin validators from Coin Controls. Coin doors and coin validators from Coin Controls are designed to stand up to that abuse, protect your game revenue and help prevent fraud.

QUALITY COIN VALIDATORS DESIGNED TO PREVENT FRAUD

Coin validators from Coin Controls are designed to keep players from receiving credit for games they haven't paid for. An anti-penny flipping device prevents pennies from being flipped up through the microswitch. An anti-stringing device prevents players from using the same coin over and over to trip the microswitch.

Coin Controls' coin validators are fine tuned for high levels of discrimination. Each validator has special features which include a check for oversized or bent coins, a three point diameter check, a coin weight check, a metallurgical test by a magnet, a test for coin thickness, and a separator point to catch coins which are too thin, too heavy, too light or the wrong metal content.

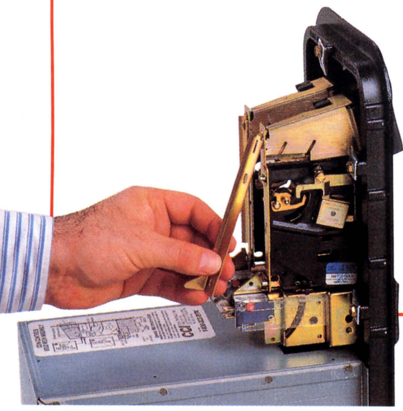


QUALITY COIN DOORS BUILT FOR EXTRA SECURITY

Doors from Coin Controls include specially designed features for extra protection. Like the extra deep security channel which makes it harder for a vandal to pry open the door with a screwdriver. And the heavy zinc die cast frame with an extra thick steel door provides superior strength when someone is trying to kick it in. The custom designed microswitch is developed especially for amusement applications to prevent free credits from being issued when the game is kicked—eliminating the need for the slam switch.

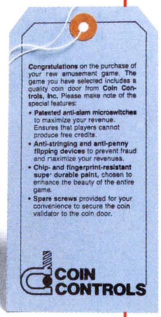
The appearance of the game is important to its earning potential. So Coin Controls uses chip- and fingerprint-resistant super durable paint, chosen to enhance the beauty of the entire game.

You also want a door which complies with AMOA Standardization Committee recommendations. Coin Controls' coin doors and coin validators comply, right down to the new snap-in mech design and the double "D" cam lock.



LOOK FOR THE BLUE TAG

Every door that Coin Controls makes has a light blue tag on it. It's our pledge that every coin validator and coin door undergoes *36 separate quality checks* before the quality tag goes on. It's a shame, but it's true that sometimes a manufacturer will put somebody else's coin door and coin validator on a game. Unfortunately, the game never costs you any less. Insist on a quality game with quality coin doors and coin validators from Coin Controls.



Congratulations on the purchase of your new amusement game. The game you have selected includes a quality coin door from **Coin Controls, Inc.** Please make note of the special features:

- **Patented anti-slam microswitches** to maximize your revenue. Ensures that players cannot produce free credits.
- **Anti-stringing and anti-penny flipping devices** to prevent fraud and maximize your revenues.
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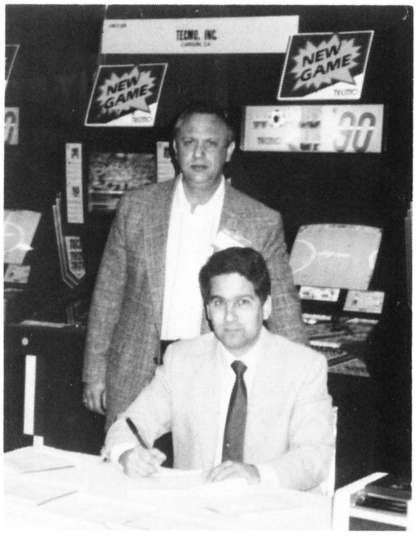
AMOA '89



Tecmo's Mike Robinson (sitting) with operator Jay Roffeld.

L-r: Cindy and David Jackson of Pachinko Palace with Gail and Paul Speigel of Active West.

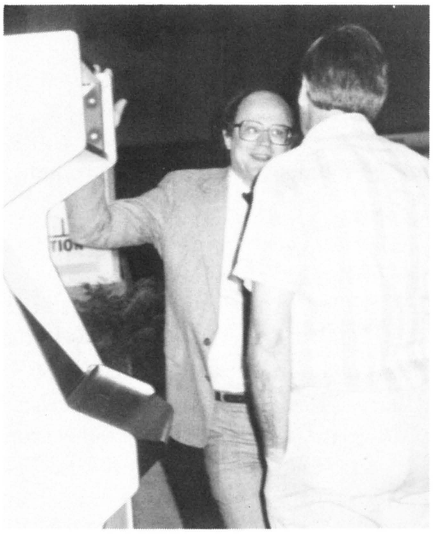
Jack Kanter of Perceptive Resources with *Dragon Master.*

L-r: Williams' Leslie Ross, Steve Ritchey, Mark Ritchey, Roger Sharpe, Larry DeMar, Shirley Vega, Ed Boon, and Pat Lawlor.

Smart's Grover Collins with Family Amusements' Michelle Peck.

L-r: Robert Betti, John Margold, Tosh Skalosky and Roy Werts.

Plush suppliers from across the country (standing l-r): Kathleen Polak, Phil Lotick, Jeff Schlagel, and Valerie Braband. Seated l-r: Greg Costello, Jim McVey, Rorie Keller, Joe Bates, and Jay Salkin.



Todd Erickson of Summitt Amusements shows operator the KD cabinet.

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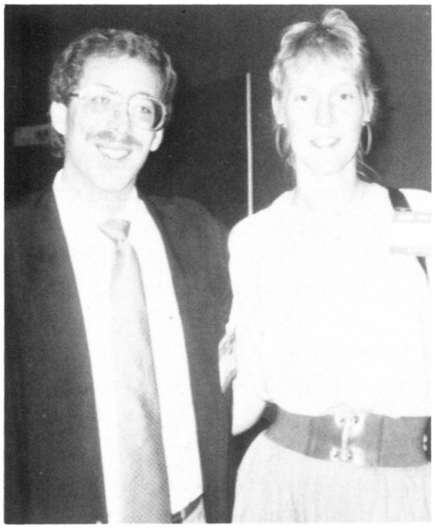
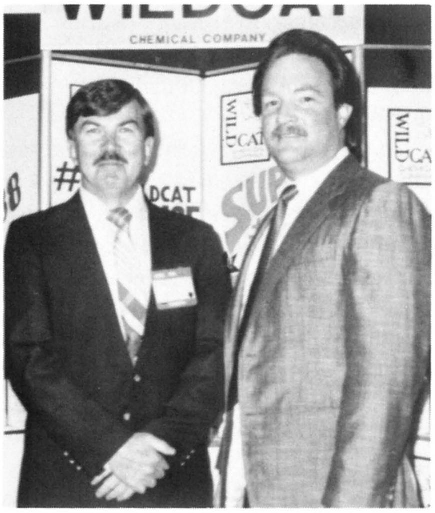


Data East's Lou Rudolph with his girlfriend Silke Timmann.

"The Half Century Club," a group of industry veterans with at least 50 years in the business (40 years for associate members.)


WILDCAT
CHEMICAL COMPANY

Wildcat Chemical's Joe Peters with Amusement Emporium's Steve Walko.

pany still produces the *SST* with stainless steel top.

Innovative Concepts in Entertainment (ICE) displayed a redesigned version of *Super Kixx* soccer and *Super Chexx* hockey. Both games are enclosed within a dome.

Darts

Merit Industries brought its line of Pub Time and Bull Buster dart games to the show, including the new *Pub Time II Plus 2* dart kit. It features four-player overhead scoring, exclusive "in-line" cricket scoring, a unique credit system of Stat-Pak player statistics, and easy-to-read score readouts. The game meets AMOA-NDA standards and offers nine games, including Cricket and Cut-Throat Cricket. The *Premier Edition Pub Time* was shown along with *Pub Time Premier Video Darts*.

Merit's series of Genie Games were on display as well: *Bull's Eye, Four Score, Pitter Pattern,* and *Scramble*. All feature swivel base, security hasp, and snap-in game boards.

Arachnid exhibited the English Mark Darts line and placed special emphasis on the Master 7 *Super 6 Plus II* with appeal for master players. The game features three new versions of the popular Cricket game for two to four players or two teams, an optional double bullseye, the Arachnid League Slot, new decals, and variable price switch and accumulating credits. The game also has the Arachnid Web, video scoring monitor, and front access component tray. In addition, Arachnid has a new kit to update its early models 4500/5000. The oak cabinet *Super 6* was also on view.

The Valley Recreation booth featured the company's two dart games: *Cougar Darts* and *Royal Darts*. Visitors were informed of the new T-60/30 Interchangeable Target Kit and rebate system. For each kit ordered between August 1 and October 31, 1989, operators receive a double certificate, or proof-of-purchase for the game and kit. For every *Cougar Darts* game purchased within 12 months from the date on the proof-of-purchase, operators will receive a check for $100 from Valley. There is no limit on the number of targets or games purchased. For more details, see your Valley distributor.

Grayhound Electronics debuted Novomatic's *Novo Darts* in a sleek black cabinet. Up to eight players can play the game at the same time. There's automatic advance to the next player, exact display for darts having missed the target, stereo sound, light effects, and infrared switches. Easily transportable, it offers electronic or mechanic bookkeeping.

Real Darts, a Canadian company, exhibited a new steel-tip electronic dart board game. The dart board is regulation size, automatically marks the score, and meets World Dart Federation specifications. An LED display means there is no marking board alongside as is usually the case with steel-tip darts.

"Some operators may make good revenues on a few pokers, then abandon everything to go for all pokers. That's a mistake."

Redemption and Novelty

If the amount of redemption equipment shown this year is any indication of a trend, operators are singing new lyrics to an old country and western ballad:

Please release me, let me go, For I don't
love you anymore.
Redeem me, for it's true,
I'll make more money than with you.

As operators look for games with longer life on location, their eyes have come to rest on redemption equipment. Many new faces have entered that arena, and some of the long-standing companies displayed different models in the redemption category.

Betson introduced *Flash Four*, a quick reflex action game that challenges players to win points after viewing a fast flash of four Queen of Spades cards, then accurately identifying the last spot the face card appeared. After the player successfully selects the correct flashing Queen, he moves up the maze to higher awards.

"This is definitely a game of skill," said Betson's John Margold, "and completely operator-adjustable. The awards can be tickets or tokens." Available in December, the game measures 71 inches high by 25.75 inches wide by 21.50 inches deep. Symbols other than the Queen of Spades may come in the future.

Betson also displayed its *Reel Poker* redemption game featuring poker play, and several coin pushers: the six-player units *Silver Splash* and *Riviera*, and the single player *Klondike* that has proven successful since its spring introduction.

Coastal Amusement Distributors showcased its six-player *Showboat* coin pusher as well as a brand new single player unit, *Riverboat*. *Riverboat* has all the same graphics and play appeal of the larger unit plus a full anti-cheat system and token-dispensing feature.

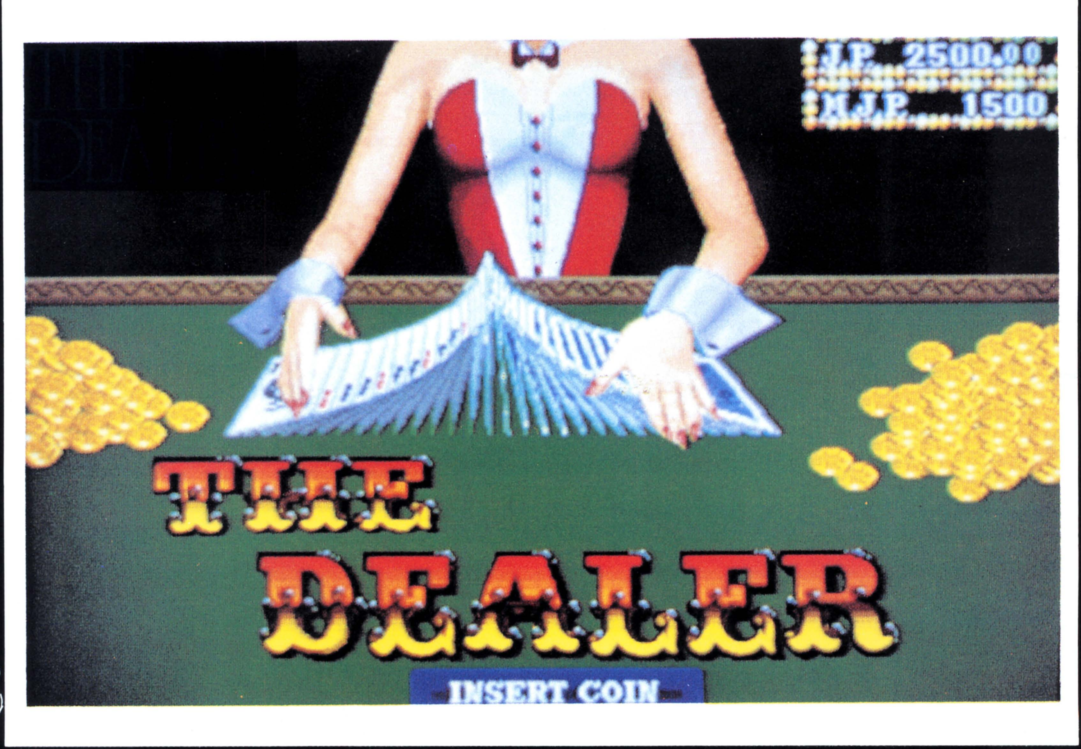
Coastal's *Roosta Shoota* novelty game has been redesigned and now features a shooting gallery lineup of targets under strutting roosters. When players hit the targets they tally a score and win tickets redeemable for a prize.

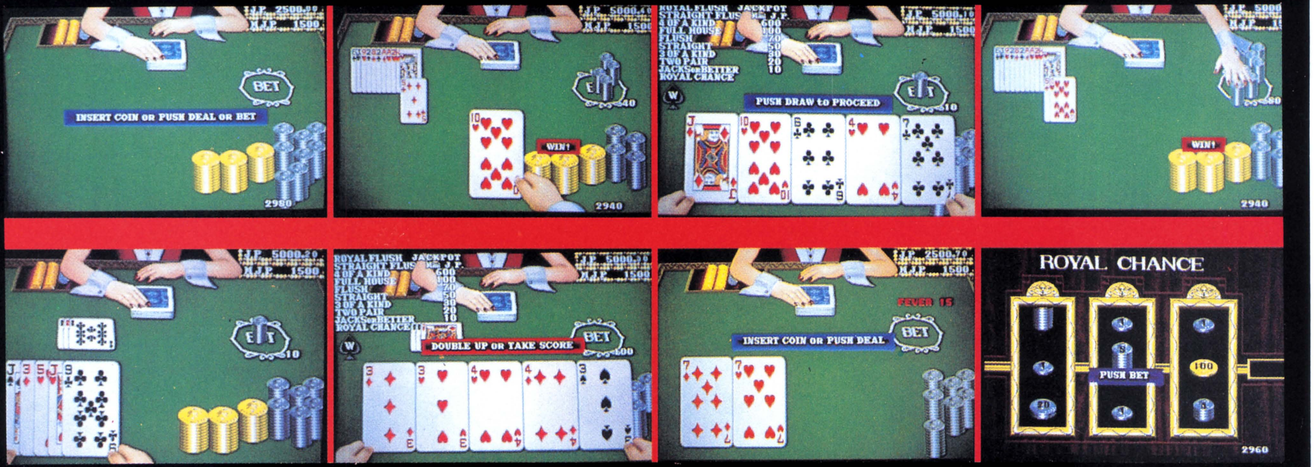
Also in the redemption/novelty category is SMS Mfg.'s *Pop-A-Ball* game that features a bouncing ball which "pops" cards onto the 13-inch color monitor above and registers a poker hand. Players can discard discard one to five cards or stand pat, then press deal/draw to "pop" new cards.

The company also exhibited *Poker Roll*, a combination roll down/video poker that features a 20-inch flat-screen Wells Gardner color monitor and XY grid mechanism for card evaluation. Players roll five balls for a poker hand displayed on the monitor and can selectively discard certain balls and roll again.

Other roll downs on the show floor included Bay Tek's *Roll Down* that gives players six balls to roll for a high or low score. Easily programmable buy changing dip switches for winning scores, the game awards tickets, or coins. Seidel Amusement displayed games from it's line-up,

INTRODUCING


J.P. 2500.00
M.J.P. 1500
THE DEALER
INSERT COIN


INSERT COIN OR PUSH DEAL OR BET
BET
WIN!
PUSH DRAW to PROCEED
ROYAL FLUSH JACKPOT
DOUBLE UP OR TAKE SCORE
INSERT COIN OR PUSH DEAL
ROYAL CHANCE
PUSH BET

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AMOA '89

BONE BUSTERS

Roger Boots of ShowBiz playing *Bone Busters.*

Atari's Frank Cosintino and Mary Fujihara (c) with Atlas Distributing's Wayne Watson (l) and Scott Lipman.

Joe Peck (l) and Steve Larimer of Amazing Games by *Powerkick Tournament 2000*.

L-r: Rock-Ola's Frank Schulz, Stephen Genco of Genco Amusements, Rock-Ola's Shuja Hague, and Bryan Genco.

Greg Rabinovich of DBB One plays American Technos' *Block Out.*

L-r: Jimmy Hart, Norman Evangelista, Aldo Donnaloia, Lisa Ferris, and Honky Tonk Man.

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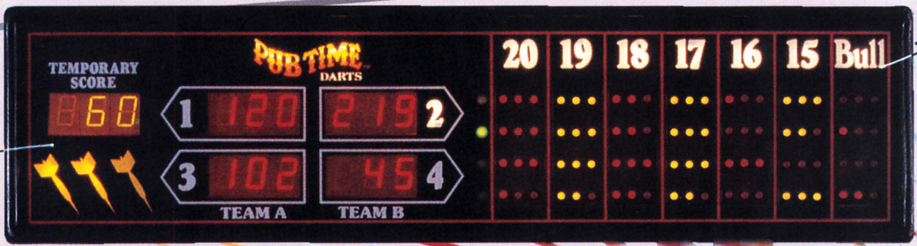

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cricket marks

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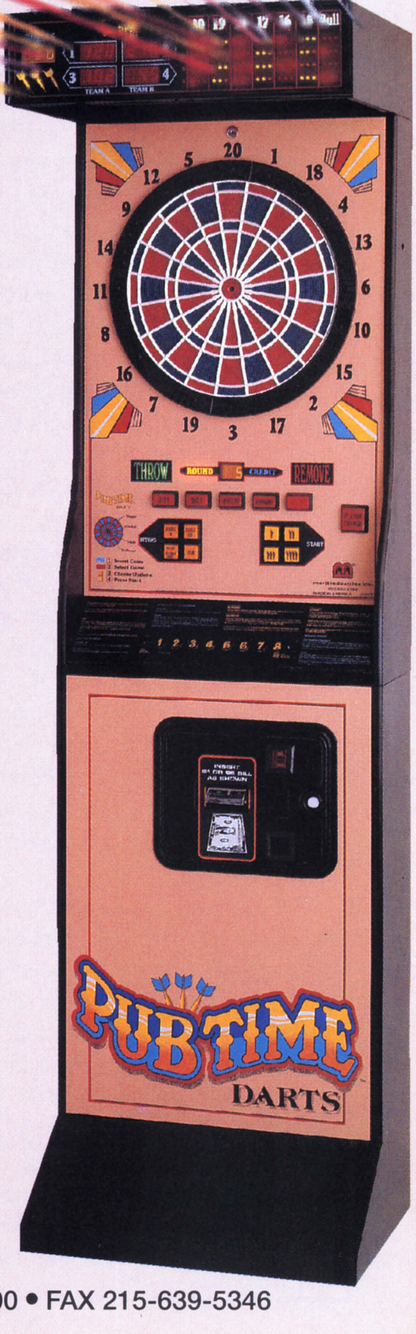

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which includes six models: *3-In-Line, Hi-Lo, Lite-A-Line, Pokereno*, and *Twenty-One.*. All the games have microprocessor-controlled circuit boards and ticket and coin meters.

Bob's Space Racers showed the *Roll-A-Ball Derby* that invites players to roll balls down a line into a series of holes that connect to cars (or other objects) moving rapidly across an elevated track. Automatic winner lights and bells are all part of the package. The ever-popular *Whac-A-Mole*, a company staple, drew adult and child players as always.

Gamco's Ron Yaffe was particularly enthusiastic about the completely redesigned *Action Lotto* that now features xylophone music, credit accumulation for free plays, an an actual on-board computer that allows operators to vary price per play and tickets, tokens, or credits awarded. The game challenges players to select three lucky numbers, then direct moving balls into pockets with those numbers illuminated. The game itself randomly selects a fourth number for a bonus. The cabinet is plywood and balls are non-static. The game verbally instructs players on how to play and win. The company's single coin pusher, *Quicksilver II*, was also on display.

The staff of Coin Concepts happily presented it's newest item, *Rebound*, a "cover the spot" game that challenges players to land a coin on various playfield targets. A one-player unit, it's operator-adjustable and has a bonus feature. Other novelty games in the booth were: *Power House, Body Match, Lotto Fever, Mating Game, Five Card Draw*, the two-player *New York New York* coin pusher and *Jumbo* toy vendor.

The venerable *Skee-Ball* bowler from Skee-Ball Inc. drew players of all ages. This appealing game has been attracting avid players for over seven decades and this show proved no exception.

Mayoni Enterprises brought its entire line-up of novelty games to the show, including the updated *Memory Quiz* and *Personality Analyzer* that feature new logic boards and new graphics. The new *Lucky Numbers* game was in the booth; it's operator-programmable and can handle any changes to update local lottery requirements. Also on display was *Carmen the Talking Gypsy* and the *Big Top Mini Pinball* game that sports a new solid stand. All the company's countertops have new displays.

The McEwan family brought its popular redemption games of *Knock Down, Big Mouth*, and *Boom Ball*. All three reward skilled players who accurately hit the targets and gain scores for tickets.

Johnston Products displayed its electro-mechanical novelty/prize vendor games that feature large storage spaces for the prizes. *Kick 'N Catch* has a football theme while *Big Top* has a circus theme where players shoot 10 pellets at a moving target for a score and a vended candy or toy.

Several companies not formerly handling redemption/novelty games debuted them at the show. Among them are Exidy, which exhibited *Twister*, a ticket-dispensing bowler unit with a moving target and bonus bucket feature. Data East's booth showed the *Wacky Gator* game that has alligators sliding out at random. Players must use quick reflexes to "smack those gators."

Players must shoot coins into the drawbridge to pass into the treasure chamber; bonus tickets are awarded for striking the moat monster.

Gamemasters displayed a new coin pusher, *Motherlode*, that uses tickets, tokens, or quarters. The company's *Nellie* toy vendor was also shown with the central elephant figure in a variety of pastel colors.

Hi-Tech Amusements brought colorful clowns to the forefront with its *Pop Up* multiple player game that's something like a roll down. Players sit down and roll a lightweight plastic ball toward a pocket. When the ball comes to rest in the pocket it's quickly propelled by air into an overhead clown mouth, then drops into a tube. The first player to stack six balls in the tube is the winner. Adjustments are easy for the amount of coins required to play and ticket payout.

Yankee Game Technology displayed the ticket-dispensing *Bozo the Clown* game that asks youngsters to toss balls into consecutively numbered buckets. Inspired by the popular Bozo TV show, the game has all solid state electronics and features Bozo's voice and theme song.

> ***"Rotate jukeboxes among your locations. They will look like brand new equipment."***

U.S. Games featured the helicopter-themed novelty piece, *Midnight Rescue*. A computer controlled electro-mechanical game, it gives players an authentic gunship control to actually fly a helicopter on the playfield to attack and avoid the enemy. Cabinet dimensions are 29 inches wide by 68 inches high.

Tecmo displayed the novelty game *Mr. Baseball* that features a baseball diamond on the playfield with a ball player figure hitting a ping pong ball. The game vends a prize for two runs (at the game's present setting). This one is sure to fill the void for young players who have outgrown kiddie rides but are not yet ready for larger games.

Perceptive Resources/Roth Novelty exhibited the new Medieval-themed *Dragon Master* coin/token redemption game.

CSI exhibited the *Silver Circus* coin pusher that handles tickets, tokens, or quarters. Adjustable fast-action chase lights highlight the game's cabinet, which features a jam-free dual-hopper system, dual coin shelves, LED readouts for diagnostics, and adjustable bonus awards.

Axlon debuted *Fire Drill*, a progressive ball rolling game. Six tennis balls are dispensed for each game; 15 extra balls are held inside the machine (it knows if one is missing). Slots light up as the player lands a ball in each progressively numbered spot. The backglass features a fireman climbing a ladder to rescue a lady; his progress depends on that of the player.

Vari-Tech offered its *Mr. Six Gun* quick-draw skill game (available in economy or deluxe models) that dispenses tickets, the *Dip Bowler* with ticket

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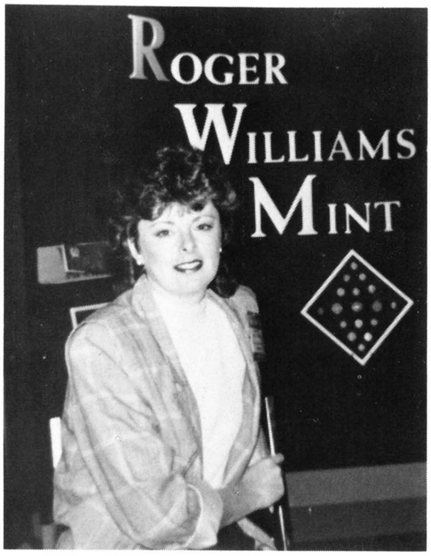
AMOA '89

Winners at the AAC hospitality suite.

L-r: Craneables' Jeff Schlagel, Valerie Braband, and Jim McVey.


ROGER
WILLIAMS
MINT

Sheila Delacona of Roger Williams Mint.

L-r: Randy Fromm with Hantarex's Mario Martelli, Kevin LeBlanc, and Ray Fontana.

Gottlieb
HOOPS

L-r: Adastra's Rick Sinatra and Mark Pscheid with Jim Hellmer of Bird Distributing.

L-r: G. Tortorici, Jay Rubenstein, Chuck Crosswhite of Fun-N-Games, and Noel Small.

AMOA '89

Howard Hoffman of Tri-State (c) surrounded by the Pool Chalk Saver staff L-r: Bonnie Robinson, Joe Ellul, Angela Palinko, and Art Palinko.

James Possi of Best Manufacturing with a sample of his products.

L-r: Joseph Zuckerman with American Sammy's Ko Adachi and Norman Evangelista.

"That guy is all hands" jokes Play Meter's Carol Lally.

Mobile Records' Ted Howell looks on as three of the Tokens sign autographs.

HOOPS
NUTMEG
ATHLETIC DEPT.

Tom Collins of Pop-A-Shot with a sampling of personalized backboards available.

dispenser and *Tin Can Alley* skill toss game with ticket dispenser.

Zamperla displayed *Mr. Muscle*, a strength-testing arm wrestler that lets players choose the skill level, and *Punchball*, a boxing skill punch game available in several different models.

Classic Creations exhibited *Hop-Shot*, a Eurolink game that combines the features of a bowler and a pool table. It tests pool-shooting abilities in an all solid state electronics unit with digital sound; a ticket dispenser is optional.

Golden Years Amusements featured oak cabinet novelty games in its booth, including these titles: *Mystic Lady, Kiss-O-Meter, Palm Reader, Love Meter, Check Your Memory*, and *Lifeline*.

Astroluck Corp. displayed its *Astroluck* lucky lottery number machine that's microcomputer-programmed to select lucky numbers based on birth dates. The program uses a Chinese astrological and numerological formula.

Konso debuted *Gold Finger*, a countertop unit that uses single or multiple tokens. Players view a screen with the images of paper, scissors, and hammer and have three seconds to choose among these items by pressing a button. If the player chooses correctly, he can multiply the number shown with the number of tokens inserted. Players can either go another round or request the return of tokens won.

Cranes and Rotaries

The old “long time, no see” can be applied to rotary-style merchandisers, but this year a new entry comes from The Leland Corp. in the form of *King Arthur's Court*. Appropriately named, the game features a moving table of prizes and a storage capacity of 300 prizes. An automatic self-load, it loads prizes when needed. You have to look twice at this one because the cabinet is exactly like that of a video game.

The newest crane idea to come to market is the Betson *Ultimate Big Choice*, a tall unit with extra viewing area and jumbo prize capacity. Designed to attract younger players who sometime have trouble seeing the prizes, the game has adjustable price settings and the option of “play until you win” with a $2 price per play. Betson also showed the single unit *Action Claw* as well as the complete line of *Big Choice* crane models, all of which can have the “play until you win” option.

Smart Industries exhibited its crane models, among them the new *Clean Sweep Jumbo Single* that measures 42 inches wide, and the *Clean Sweep* in super single, jumbo single, double, and triple. Coin Concepts showed its jumbo crane, *Classic Jumbo*, that comes with button or joystick control, extra capacity playfield, and wide prize door.

Seen at the Axlon booth was the game *Spots*, by the company's description a “token/toss crane.” Players cover certain colored spots with tokens and win a prize from the rack of plush displayed at the top of the game. Two kiddie rides, *Space Sled* and *UFO*, were played by youngsters visiting this booth.

Gamco offered its *Animal House Toy Vendor* that assures a prize every time. Housed in an upright cabinet, the game features an illuminated rotating carousel of prizes and modular electronics. A bill acceptor comes standard on this unit.

> ***“Jukebox operators are still trying to decide whether to convert to all CD, keep nothing but vinyl, or hedge their bets and get a combination of the two.”***

Grayhound brought its *Jumbo Skill Crane* and single upright crane to the show. Stealing a little thunder from the coin-op equipment was Grayhound's new product, Nofire, a non-flammable substance that has applications in several different industries. Grayhound is already using the material in its games to protect the cashbox and PC boards. Engineer/inventor Otis Hastings, a consultant for Grayhound, has been working on the product since 1973. Grayhound is the exclusive worldwide distributor of the product.

As Grayhound diversifies, Nofire will be one of its first products out of the coin-op realm. Nofire can be “painted” on any material that needs protection from fire: steel, cardboard, paper, wood, plastic, aluminum. According to Grayhound's Tom Ricci, “Nofire is a safe replacement for asbestos. In its thinnest consistency it offers fire protection; in its thickest consistency it's an insulator. And it's nontoxic. It's cheaper than any other fire protector on the market today as we know it.” Nofire can withstand 4000 degrees Fahrenheit over four hours; there's no heat transmission and no smoke. It could be a boon to the building industry, have application in the military sector, and the industries of shipping, autos, and airlines, to name just a few.

Rounding out the cranes displayed, Altec Mfg. showed its *Ye Olde Gift Shoppe* crane, while Hollywood Merchandisers exhibited the *Freefall* crane, the original *Hollywood Crane* in both single and jumbo, plus a new game, *Smash Out*.

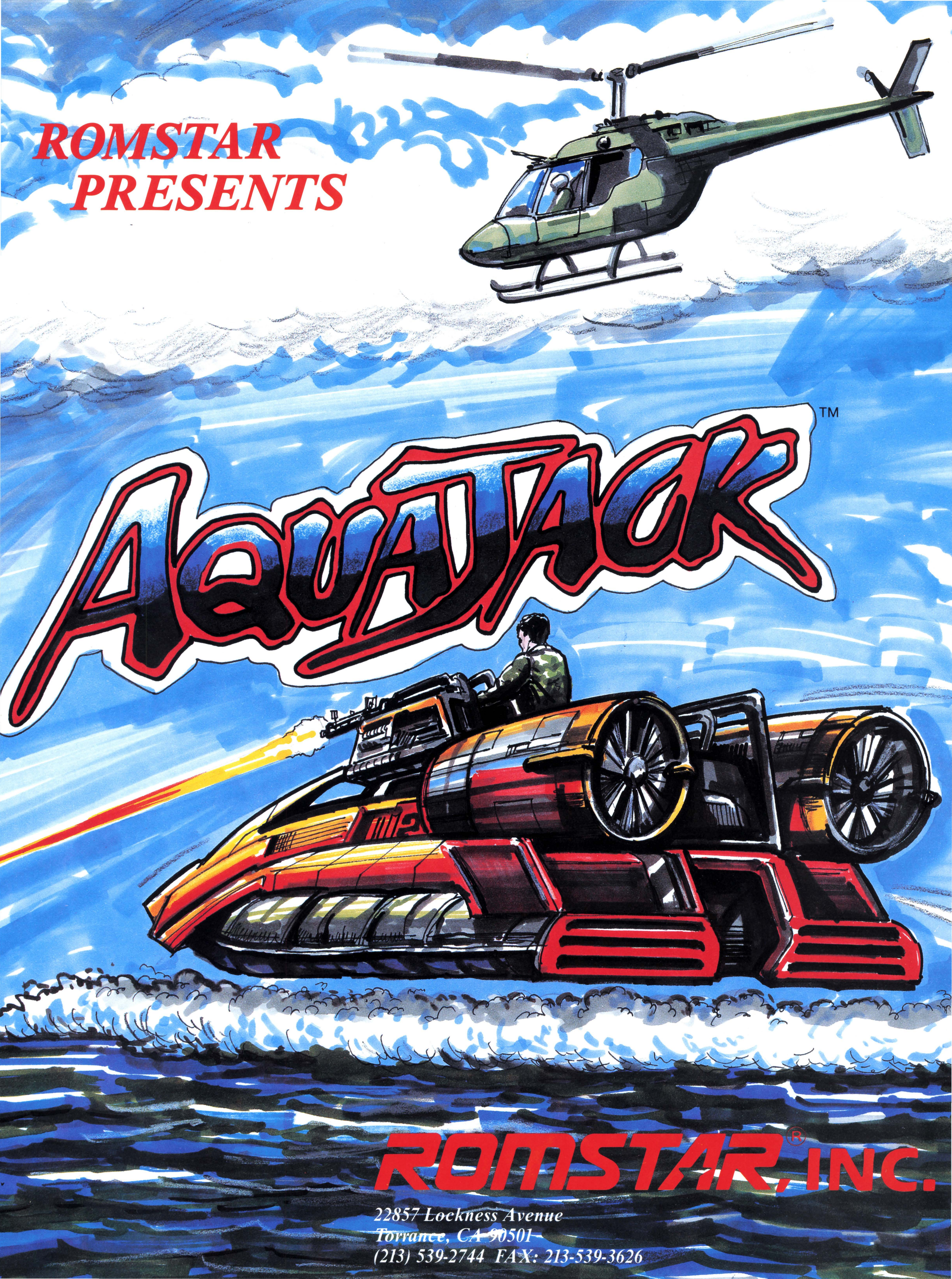
Sports Games

Golf games first surfaced last fall and several models were shown this year. U.S. Indoor Golf displayed the *Putt Master* that has a three game select system and affords nine different holes per game, each with varied breaks and degrees of difficulty.

Vari-Tech displayed the *Mini Pro Golf* designed for one- or two-players to play up to 18 holes, and the large golf simulator *Golf-O-Mat* that offers big-screen viewing of major golf courses across the country. The company also exhibited the *Hot Shots* basketball game that features heavy-duty steel tube construction, easy-access coin drawers, rope lighting, and digital sound.

Doyle debuted its *Gopher Golf* game that actually talks to the players and encourages them to “go for it.” At the end of the game, it congratulates the players and asks if they want to try again. Also new at Doyle's booth was the *Peter Panda Pro*

ROMSTAR PRESENTS



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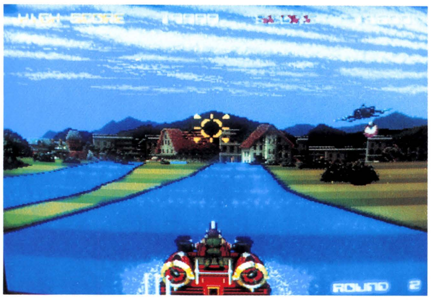
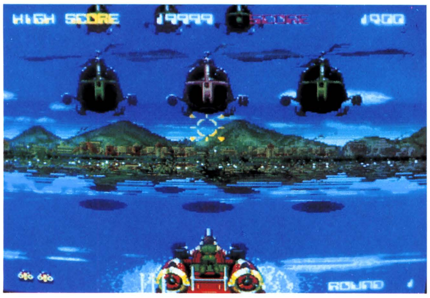

HIGH SCORE
SCORE
ROUND 2

The last transmission faded, then fell silent... "extraterrestrial"... "mind control" ... It didn't make much sense. Something extraordinary, perhaps frightening was unfolding on the other side of the globe and all communication was cut off. That last transmission was all we had to go on and it sounded like a warning... In response, the military employed its new and still experimental assault vehicle, code named... AQUA-JACK!


HIGH SCORE 19999
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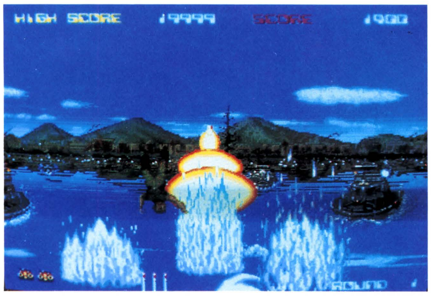
ROUND 4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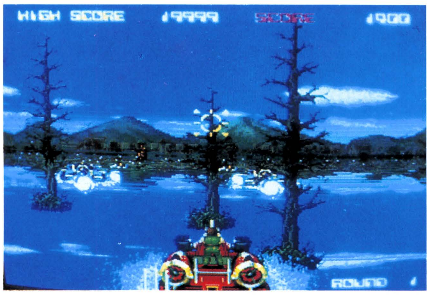
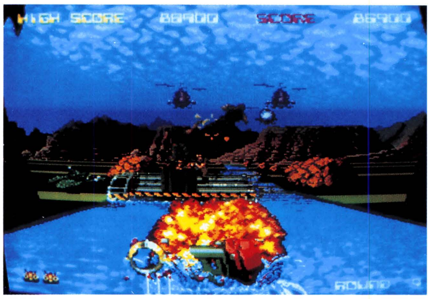
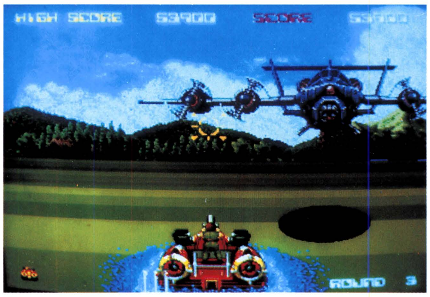
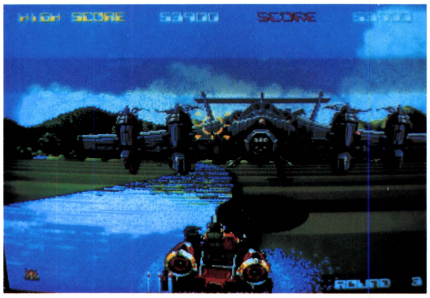
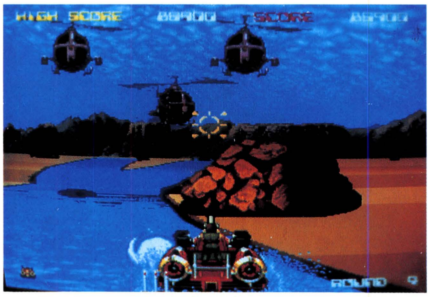

HIGH SCORE 19999
SCORE 1900
ROUND 4

Take the controls and launch the world's most advanced hovercraft. Invade the enemy's camps and destroy their operation. Stop the extraterrestrial visitor whose mind control techniques have already taken over an entire army.

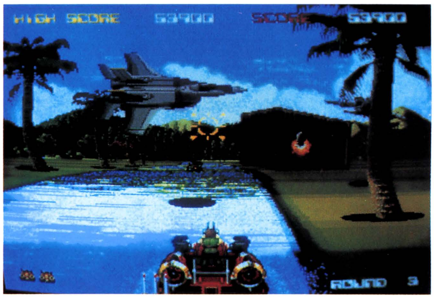

HIGH SCORE
SCORE
ROUND 9


HIGH SCORE 53900
SCORE
ROUND 3


HIGH SCORE 53900
SCORE
ROUND 3


HIGH SCORE
SCORE
ROUND 9

The player uses a control grip to maneuver the hovercraft and aim, a trigger to shoot and two thumb buttons for launching missiles and jumping clear of floating mines and enemy fire. A unique sighting system allows the player to sight a target, lock-on and destroy it, all without impeding the player's control of the vehicle. Each stage grows progressively more difficult and ends when the player successfully destroys an enemy blockade, a feat which gains him access into the next stage. Eight completely unique stages comprise the game, each featuring varied terrain and different enemy activity. The eighth and last stage is nothing short of spectacular as the player comes face to face with the extraterrestrial villain responsible for the attack.


HIGH SCORE 53900
SCORE 53900
ROUND 3

Breathtaking graphics and an action-packed storyline unfold in accelerating progression, assuring total player involvement. Romstar's CONTINUE PLAY feature keeps the player in the action.

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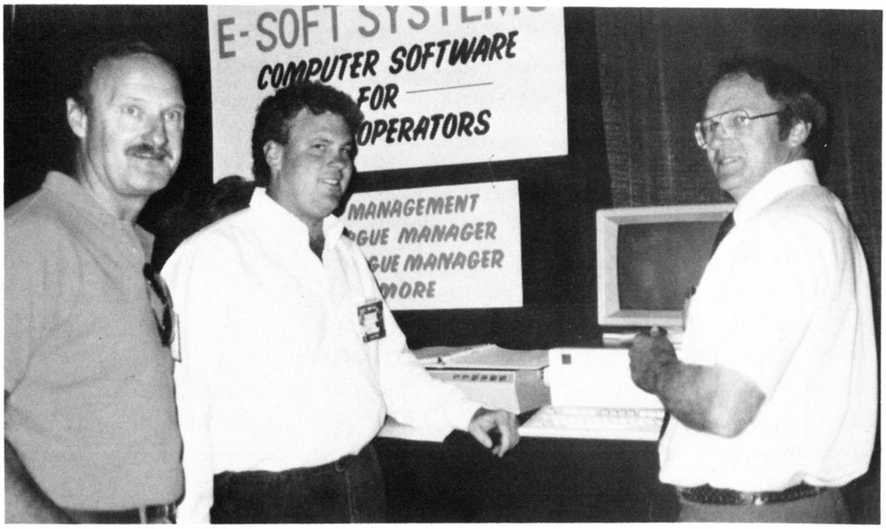
AMOA '89

Gene Urso of Madison Coin Machine plays *Slap Shot*.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Norm Drye (r) of E-Soft demonstrates software for David Weatherbee of Action Games and John Barlow of Weber Music.

PLAY METER
15th Anniversary
PLAY METER

Play Meter's Valerie Cognevich with Rowe's Joel Friedman.

The U.S. Games crew with just one of its exciting products. L-r: Doug Conner, Mike Pace, Mike Horan, and Dickie Hanner.

FINAL BLOW
FINAL BLOW

Mr. K. Inomata of Romstar can't resist a game of *Final Blow*.

Paul Biederman (c) of Biederman Enterprises with John Cassiday and Earl Remis.

Pitch game, a variation on the company's successful *Pro Pitch*. This one has an all red cabinet, durable netting to keep the balls inside, and a a large panda on the backglass with a catcher's mitt.

Betson's *Big Hitter* was also on the scene. A coin-op driving range game, it offers operator-adjustable pricing, optional scorecard printing, a three-by five-foot backglass, and digital display for distance and high score.

Intermark offered a whole battery of sports-themed games from the *Pro Golf* and *Michelob Tee-It-Up* golf games to the *Tournament Master* table tennis game that has adjustable pricing and time settings. Also shown were the *Billi Puck* game that combines the features of shuffleboard and billiards, the Bud Light *Quarterback Challenge* football toss game, and the *Competition Basketball* two-player basketball game. A single player basketball game, *Countdown Basketball,* is also available.

Basketball enthusiasts could view the popular *Pop-a-Shot* basketball game at the Pop-a-Shot booth along with a wide array of personalized backboards that will enhance almost any location, and possibly secure it for a longer period of time. Available are backboards with all the NBA team names, to name but a few of the choices.

Smart Industries featured single hoop and two-hoop *Shoot to Win!* basketball games with solid steel frames. Catchy musical tunes come standard on these games along with a dependable microprocessor game board, photo eye sensor for accurate scoring, Rowe $1/$5 bill acceptors, adjustable game timer and high score, and many options.

Adastra displayed its fold-up *Hoops* basketball game with adjustable height and length. Constructed of welded steel, it features built-in chaser and backboard lighting and photocell scoring. The game folds into a self-contained package that's easy to transport.

Grayhound exhibited the *Coors Light Silver Bullet Sharpshooter Basketball* game that's a customized version of the company's *Championship Basketball*. The Coors Light name appears on the backboard, on all canvases, and the seven-inch balls. A helpful tournament kit comes with each unit.

Design Plus offered its *Quik Shot 4-Player* basketball game with galvanized steel frame, three-digit score, bonus game score, and adjustable game time, bonus, and height. Other features include large LED readouts and a tamper-proof gate mechanism.

> ***"I lose patience with other operators who walk around for an hour and pronounce, 'There's nothing but junk.' A show of this size requires time to see and evaluate equipment."***

Altec Mfg. exhibited the *Altec Basketball* game that has adjustable playing time and price of play, plus adjustable height, dual coin mechs, and optional ticket dispenser and bill acceptor.

Gamemasters showed the *Double Shot Basketball* game in single or two-hoop version. It has free-game point setting, adjustable playing time, spotlight control, and music enhancement.

Observations

Many operators expressed keen interest in redemption games for their family-oriented locations. Although the price tags are not necessarily low, the games are viewed as a good investment for the long run.

There's no doubt the outstanding graphics and cabinet designs of the newest driving pieces will draw player interest, but the cost per unit prohibits quantity orders from all but the largest operators.

More than once the statement was made, "There are more B games here than A games. Perhaps we're looking for too much." ☐

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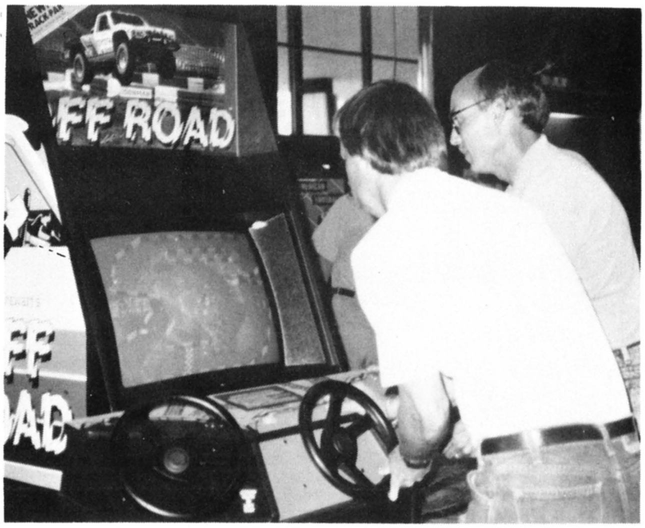
Kirk McKennon with Karen Lere and Tracy Sandras.



Playing *Super Off Road* are Bruce Duncan and John Montgomery of Duncan Amusements.

Jeff Conoway with Seeburg's Tom Siemieniec and Joe Pankus.

Everyone stopped to play Taito's *Night Striker*. The problem was getting them to leave!

The Bally service group (l-r): Greg McKay, Linda Schooley, Tom Cahill, Connie Joyce, and Pat Riley.

Mayoni's Oscar Robins (l) and Isaac Ben Yehuda (c) greet Stan Venderburg of Reno Game Sales.

AMOA '89

Buzz Heyer (c) of Haron Ltd. with SMS's Sal Mirando (l) and Jim Pietrangelo by the company's Montana-approved *Draw Poker*.

Bob LeBlanc (c) of Rowe with Grayhound's John Verderosa (l) and Dan Dinnebiel.

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WANI-WANI

Brian Murphy of National Vendors samples the *Wacky Gator* novelty game shown at the Data East booth.

At the Foxtronix booth (l-r): Dennis Rottino, Horst Wedner, and Terry Stone.

At the Merit booth (l-r): Glenn Remick and Toby Lemieux of T[E Vending with Merit's Bob Lentz.

The "ghoulish" design team with Elvira (l-r): Greg Freres, Mark Penacho, Jim Patla, Dennis Nordman, and Steve Kordek.

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September 15, 1989

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Our very special thanks to you for voting ELVIRA and the PARTY MONSTERS "Best New Equipment" for AMOA Expo '89. We are extremely proud of this fine product and the distinction of being named Number One!

ELVIRA and the PARTY MONSTERS' success confirms our commitment to bringing the coin-op world the Bally Midway amusement value you remember.

Thank you for giving us the opportunity to prove that Bally really is back!

Sincerely,

Steve Blattspieler

Steve Blattspieler
VP Sales & Marketing

Ron Bolger

Ron Bolger
Sales Manager

Laura Rezek

Laura Rezek
Marketing Manager

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Business Meeting

Future is bright for the ever-growing AMOA

AMOA's Breakfast and Annual Business Meeting started out on a happy note when the turnout was dubbed "exceptional" for the first AMOA Expo ever held west of the Mississippi River.

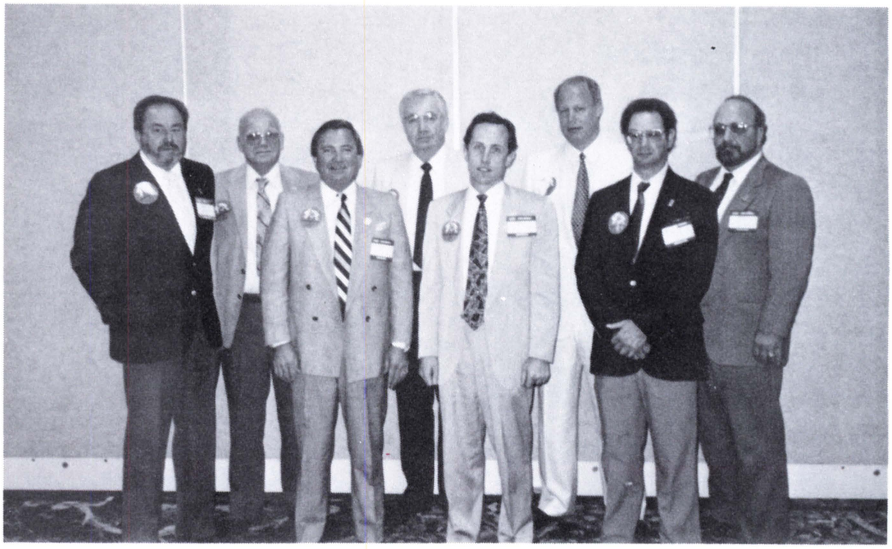
Clyde Knupp, AMOA president, addressed attendees and expressed a desire for even more operator participation in an association that can assist all members in becoming better businessmen.

Knupp cited the association's accomplishments in the area of proposed dollar coin legislation, educational programs, and industry standardization. His personal checklist includes a wish for organized and active state associations in every state, a coin-op Olympics by the year 1991, and a Wayne Hesch Scholarship awarded in every state.

His closing remarks stressed the idea that operators are programmers, coordinators, and promoters, and that we all have to work together.

Several committee reports were given by fellow officers and directors. Jack Kerner presented amazing statistics of increased booth sales, from 530 in 1988 to 688 this year. Jim Trucano gave a treasurer's report that nine Wayne Hesch Scholarships had been award thus far this year. Randy Chilton reported on the successful Notre Dame Executive Development program, Jim Stansfield gave the state association committee report, and Craig Johnson expressed optimism in reaching the goal of 200 new members this year.

"Unless we throw ourselves into this work, your politician will run your business for you."



New members of the AMOA board of directors.

Tami Norberg-Paulsen recorded 48 new operators in the AMOA/NDA for a total of 132 members. There are 32 states and two foreign countries represented, plus 17,000 sanctioned players. Special thanks were extended to Peter Feuer of Merit Industries and Chuck Milhem of Valley Recreation for their support of the organization.

John Schumacher, AMOA's new director, had his first opportunity to greet members en masse and stated his motto: "We can do anything we need to do to help build this association. The ultimate challenge is to do even better in New Orleans in 1990."

Wally Bohrer gave the government relations committee report, complimenting the turnout for the Washington Conference, which attracts more attendees every year. "Unless we throw ourselves into this work," says Bohrer, "your

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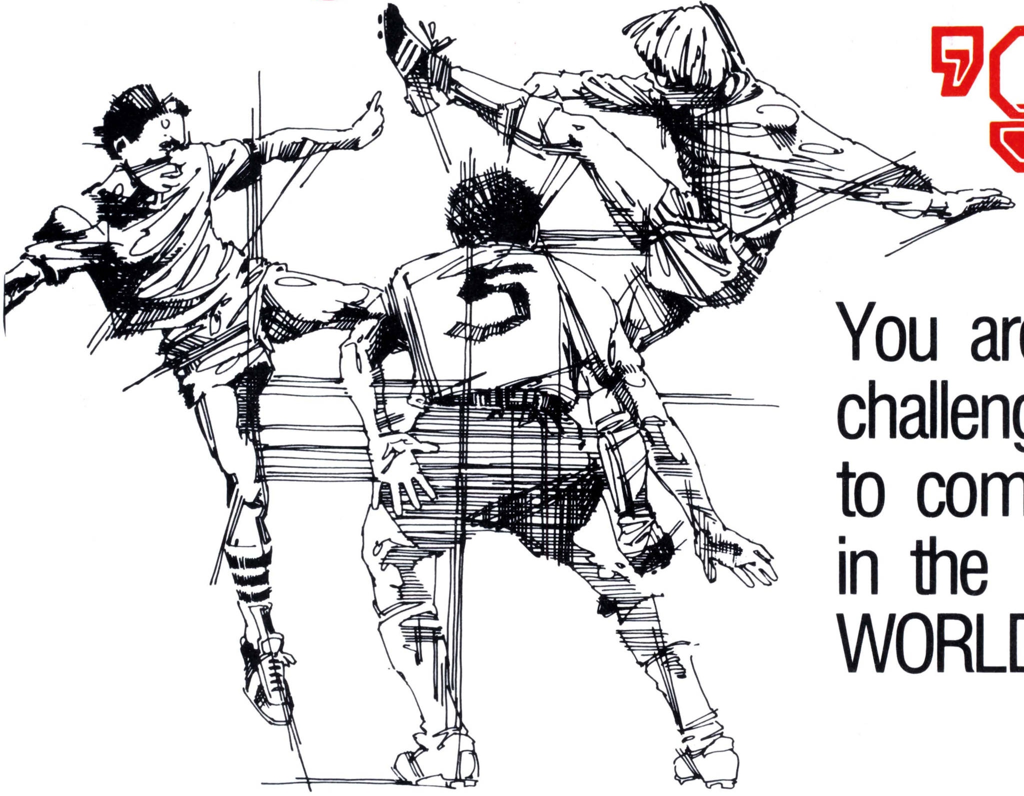
WORLD CUP '90



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politician will run your business for you."

The nominating committee presented the names of new officers and directors who were voted into office by the membership. The new AMOA officers are: Jack Kerner, president; Jim Trucano, first vice president; Eugene Urso, treasurer; Craig Johnson, secretary.

The three vice presidents, each serving a three year term are: Randy Chilton, Ross Todaro, and James Thorpe.

The ten new directors are: Ted Furkin, Dick Butler, Fred Wood, John Knox, Gene Winstead, Robert Herman, Norman Pozner, Ralph Ceraldi, Evan Brown, and Tom Requier.

A special award was presented to Dock Ringo for 15 years of service on the AMOA board of directors. Accepting the award, he said, "Twenty-five years ago I became inspired to become more active in the association because I was not happy with the image of operators. I hope those in today's audience will be inspired to volunteer their time to the association."

Plaques were presented to Craig Johnson, Randy Chilton, and Jim Hayes, retiring association vice presidents.

Jack Kerner pledged to promote the good will of our industry and let its good works be known. Kerner expressed a plan to spend a lot of time during his term listening as he travels. "No one follows a leader who does not listen," he stated. "My chief goal is the achievement of a more positive public acceptance of our industry."

"Quality time is a myth. There's no substitute for quantity time."

After a brief recess, keynote speaker Mike Vance outlined his five equities of success and detailed management skills. He debunked the commonly held notion that quality time is more significant than quantity of time, saying there's no substitute for quantity. He advised setting absolute standards, doing your own talking, and avoiding being an elitist.

Among his humorous comments (and there were many): "Anyone can be creative except attorneys. They live in their own universe."

His recommendation is to provide physical environments that enrich people and help them gain skills. He advised a simple approach on both a business and personal level by "bringing people tools to do things well in a non-critical manner, and serving as a good example."

All parents in the audience chuckled as he said, "When you have two or three children you think you know something about them. But it's not until you have five or six that you realize you know absolutely nothing. Then you get good with children."

Some of his other thoughts: "Turnover in a business means bad management. Turnover means management must work better with its people," "You never change anything by fighting it," and the topper of the day, "A person can't cure 30 years of being an SOB by eating bran flakes." ☐

Amusement & Music Operators Association

The Knupp family, (l to r): Dave, Suzanne, Diane, and Clyde.

Francis and Betty Hurt (standing) of Automatic Vending join Fred Wood and Pat Weber of State Amusement.

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The undersigned companies are the owners of certain exclusive rights under the Copyright and Trademark laws of the United States. One of those exclusive rights, i.e. the right to publicly perform their audio visual works, was recently affirmed by the United States Court of Appeals for the Fourth Circuit in the case of **Red Baron — Fun Factories of Ohio v Taito America Corp. et al.** The undersigned companies therefore announce the following policies:

1. They are committed to vigorously protect **all** of their rights under the intellectual property laws of the U.S. and will not hesitate to prosecute infringers to the fullest extent of the law.

2. Any one who publicly performs without authorization of the copyright owner, a grey market video game **after** November 30, 1989, which game was purchased **before** July 18, 1989 (the date of the Fourth Circuit Decision in **Red Baron**) will be subject to an action for infringement. This ''grace period'' will enable operators who comply with the law to remove infringing grey market games from their routes. Operators should feel free to contact any of the undersigned companies or their authorized distributors to determine their policies of the individual companies for the games in questions.

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Banquet and Stage Show

Stars turn out for a memorable night

Sometimes the sequel is better than the original. This year it proved true at the AMOA Banquet when, for the second year in a row, a blockbuster floor show with a star-studded cast awaited attendees.

When you put together names like The Tokens, Ben E. King, Bill Medley, and Conway Twitty to headline a show you can expect an enthusiastic crowd. Add to this line-up the powerful performance of an up-and-coming artist like Dino, plus celebrities the stature of Frankie Valli and Dionne Warwick accepting awards as ''Legends of the Jukebox,'' and it makes for an impressive evening of entertainment.

As soon as the banquet commenced, AMOA President Clyde Knupp presented a medallion to Wally Bohrer for his service to the association. Bohrer's untiring efforts on behalf of AMOA, his dedication to promoting the industry, and his work on the government level make him deserving of special recognition.

Game awards were a highlight of the night. It's a rare occasion when a video game does not take the ''Best of Show'' award. This year the honor went to Bally's pinball, *Elvira and the Party Monsters*.

For the second consecutive year, Taito's *Double Dragon* won most played video game and Williams' *Cyclone* won most played pinball. Capcom's *Capcom Bowling* captured the title of most played conversion kit and Williams' *Earthshaker* won most innovative game. For a record eighth year in a row, Valley Recreation's *Valley Pool Table* won most popular other game. The cigarette vending machine promotion award went to Philip Morris.

The jukebox awards for rising star were presented to Bobby Brown (male), Paula Abdul (female), and Guns 'n Roses (group). The jukebox pop record of the year went to The Beach Boys for ''Kokomo,'' the rhythm and blues record of the year went to Tone Loc for ''Wild Thing,'' and the country record of the year went to Hank Williams Jr. and Sr. for ''There's a Tear in My Beer.''

Peter Noone of the '60s group Herman's Hermits was the emcee for the evening's entertainment. The Tokens marked their third appearance at an AMOA event, the first time at AMOA Expo '88 in Chicago and the second time at the Government Affairs Conference '89 in Washington, D.C.. At a reception following the banquet and stage show, Phil Margo of The Tokens said he would gladly go anywhere to perform for AMOA.

Several ''Legends of the Jukebox'' awards were presented throughout the evening. Honorees accepting in person were Dionne Warwick, Frankie Valli, Bill Medley, Ben E. King, and Conway Twitty. Accepting on behalf of the late great Elvis Presley was Col. Tom Parker; accepting for Roy Orbison was his son.

An award was also given to Tony Montgomery of RCA Records, a true friend of AMOA. The happy winner of a CD player was Bill Anderson of Anderson Amusements.

Special thanks are extended to show producer Sam Atchley, Bo Powell, Tony Montgomery, Ruth Inniss, Ken Hatley and Associates, Jean Lackey, and Mike Daniels for their work on the evening's program.

Standing, (l to r): Charles Kloss, Automatic Amusement; Peggy and Roger West, West Amusement. Seated (l to r): Mary Ann Kloss; Ellen, Charlie, and Cherie Brown, Sea Coast Services; Terry Carter, West Amusement.

AMOA '89

The Tokens sing their trademark song, "The Lion Sleeps Tonight."

Mitch and Phil Margo of The Tokens sign autographs and talk with Connie and David Goudeau, Gerald's Amusements.

High fives are just right for these pinball designers responsible for Bally's *Elvira*, (l to r): Mark Penacho, Dennis Nordman, Jim Patla, and Greg Freres.

A happy Williams' crew with awards for *Earthshaker* and *Cyclone*, (l to r): Mark Penacho, Pat Lawler, Ken Fedesna, Python Anghelo, and Bill Pfuzenreuter.

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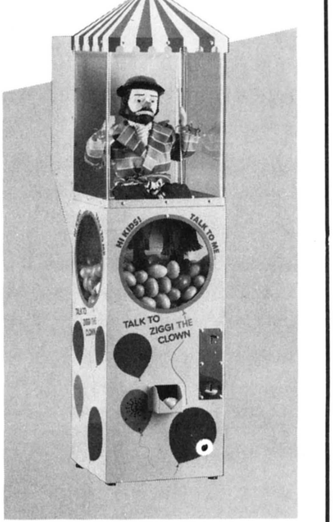

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Seminars

Programming and Software Marketing for the CD Jukebox

This was just the seminar for those operators who've made the plunge—plunked down big bucks for a dedicated CD jukebox—but lack the knowledge of how many CDs to install, which ones, or the most efficient rotation schedule, for example. There to provide some answers were Rowe's Michael Reinert, Seeburg's Bill Guler, and, from England, Roger Withers of Bass Leisure Machine Services.

Withers said CD jukeboxes are the rage in the U.K. For example, his company has 2,500 CD jukeboxes sited and 200 more being installed per month. Of the 2,000 vinyl boxes still in locations, he said, most of them should be replaced by the end of 1990. As for revenues, the CD jukeboxes are averaging about $170, compared to about $40 for vinyl. But Withers also pointed out that the cost of operating CDs is considerably higher. ''Vinyl will have a long term future in lower-grade outlets, but the medium and premium markets belong to CD,'' he commented.

Withers also made the following observations:

* Stick to well-known, superstar acts when considering disc selection. Avoid choosing new artists too quickly, and stay away from ''Top 40'' or other compilation discs.

* Considering the cost of CDs, handle them carefully, consider a computerized library system, and guard against CD theft (a growing problem).

* Though it boils down to a site-by-site financial evaluation, when it comes to how many CDs to put in a box, 70 discs creates 85 percent of the revenues that 100 generates. Many locations want the full 100 discs, which is fine as long as the costs don't pose a long-term problem, he added.

* As for title presentation, VDU has met with mixed success in the U.K., Withers said. Presenting the actual album cover, together with a title list, works well, but not printed title lists, he added.

* With the enhanced sound of CDs, operators should upgrade the quality of their speakers to let the benefits shine through.

* Finally, an inevitable pitfall of the jukebox industry is competitors undercutting each other, i.e., giving a location a better split to steal it away from a rival operator. Doing this weakens everybody and should be avoided.

Information, Guler stressed, is the key to CD jukebox programming. In other

Bass Leisure's Roger Withers addresses a large crowd of operators at a seminar on programming CD jukeboxes.

Michael Reinert of Rowe International lends his insights.

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See your local distributor for information!

The Law

Grey Market or parallel video games are illegal! On July 18, 1989, in the Red Baron V. Taito (Double Design) case (11 USPQ 2d 1548), the United States Court of Appeals for the Fourth Circuit ruled that grey market or parallel video games when publically performed or played in arcades, on routes, etc., constitute copyright infringement under 106 of the 1976 Copyright Act (17 USC 106). Data East will seek seizure and forfeiture of grey market or parallel video games as well as counterfeit video games.

Verification

To verify the legality of a game your local distributor must call the Data East service department to verify that it is a parallel board. Upon verification Data East will issue a RMA number for the board to be returned. Once the parallel board is received by Data East, Inc., there will be a check issued in the operator's name that will be sent to the distributor to be given to the operator.

To verify the legality of a game or to report illegal activity, please call Phil Stewart at Data East. (408) 286-7080. Data East USA, Inc., 1850 Little Orchard Street, San Jose, CA 95125.

words, know the location and the tastes of its customers. An Ozzy Osbourne CD in a honky-tonk bar, for example, would go over like a lead balloon.

He suggested that operators buy an average of one to two new releases per month, with a rotation schedule of five or six CDs every 30 days to keep the boxes fresh. Like Withers, Guler said it makes sense to buy artists with a strong track record, rather than taking too many chances with new acts. But unlike Withers, he endorses compilations such as Seeburg's ''Hot Hits'' CDs, which operators report success with.

One of the strengths of a CD box, rather than vinyl, is future singles from an album will already be on the disc. A big seller—such as Michael Jackson's *Bad* or John Cougar Mellencamp's *Lonesome Jubilee*—will spawn a handful of hits contained on one CD, as opposed to having to buy them individually on vinyl, Guler pointed out. Another strength is the ability to program seasonal music easily via compilations (Christmas music, for example).

A Guler ''operator-don't'' is don't let the location pick out all of the music. The owner or bartender may lean toward his own personal preferences, rather than what would fit better with the location demographics. Operators should take a strong position on this issue, he concluded.

Reinert said that while it's important to pay attention to what's popular in the commercial radio market, operators need to be aware of artists that are popular with the college crowd. ''CDs appeal to a more well-informed, affluent consumer,'' Reinert explained. ''College kids are more astute; they're not necessarily tied to Top 40 or oldies. Groups like 10,000 Maniacs are selling platinum, but they don't get much commercial airplay. Operators need to be aware of these new groups. Consider yourselves 'mini radio stations' that you serve as programmers for. Act as an educator for your locations. Work with them to bring out new artists that they may not have considered before. I disagree with Roger on this point.''

Operators should not only rotate their CDs from box to box but also *from within* the phonograph itself, Reinert said. For example, a customer may be familiar with his favorite CD being on the top of Page 3. He plays it time and again, never looking to see what's new on the box. Reinert suggests moving that favorite disc to another spot, which will force the customer to go through the entire selection to find it. In so doing, he will run across CDs that previously were overlooked.

In closing, Reinert said operators have to give their CD jukebox as much visibility as possible. One can't assume that customers will play it just because of the technology.

''Sure, the technology itself is a magnet, but operators must see that CD boxes maintain a market presence,'' he said. ''The excitement level has to be kept up at all times for continued CD jukebox success.''

Faith can't move the City Hall mountain

Although it's been said that faith can move mountains, in the case of positive legislative action, faith isn't nearly enough. If there was a single message operators took away with them after the seminar ''How to Beat City Hall,'' it would be that the best method for moving mountains is traveling the road of group political activism through state associations.

Speakers who offered their advice were David Hagen of the law firm Merritt & Hagen and Bob Snyder of Bob Snyder and Associates.

By the end of the session, in the question and answer period, it quickly became a mini video poker seminar. Queries centered around this topic and the operator dilemma of whether or not to risk running video poker in areas where they have not been pronounced legal.

As one operator put it, ''If I don't give a location a video poker and my competition does, I'll be out of business. A video poker in a location will take all the money away from the other machines. If I do put in video poker and regulatory agencies seize my machines and close me down, I'll be out of business. Either way, I lose.''

The only answer can be to ban together with other operators and work with your state association to change the laws. Many areas ''tolerate'' video pokers, but that does not mean they are considered legal.

Hagen offered several suggestions for preventing problems, such as running a squeaky-clean shop, staying informed on current issues in your area, knowing your councilmen and other legislators, becoming involved in the community, staying in touch with other operators, and supporting local politicians with campaign contribu-

Michael Wynne of Sportland Inc. (l) and Aharon Biesh of Biesh Enterprises commiserate after the City Hall seminar.

John Kavanaugh (l) of J&K Amusements talks with Bob Snyder.

tions or time during the campaign.

When problems do arise, Hagen suggested researching the problem, knowing it inside and out, organizing on a local level, hiring an expert witness to assist in the presentation of your case, and being prepared to compromise.

Snyder, well-known as an expert witness, explained the benefits of having a credible expert on your side. An expert is not a hired gun, but rather a helpful assistant to the attorney; he does not take on the role of attorney. The expert conducts an independent evaluation of documents and machines and renders opinions.

Snyder cautioned the audience that cities can fight very hard if they are determined to prevent certain types of equipment from being operated within their borders. He cited one case in a major city on the West Coast which started over two cranes being seized as gambling devices. The result has been almost two years of hearings, appeals, and re-hearings. The message: proceed with caution, as legal battles can be lengthy and costly. There's no promise you will come out a winner.

Other tidbits: ''regulatory people respond to complaints,'' ''the type of location influences the acceptability of a game,'' ''operators are walking a tightrope,'' and ''we haven't heard the last word yet on video poker games.''

What's the dynamic choice of action? Snyder suggested setting aside one day a month to political energy. Meet with city council members, become known through participation in the local chamber of commerce and rotary clubs, get involved in a fund raiser and show your involvement in the city. Among his final words were: ''keep your back to the wall, your ear to the ground . . . have the guts to keep going . . . and keep your head out of the clouds.''

Guidelines for Successful Poker Legislation

This seminar was filled with operators seeking information on how to implement video poker legislation in their states. Only four states have it legal, where they and the operators act as partners in a business enterprise: Montana, Nevada, the resort areas in New Jersey, and most recently South Dakota. Other states—Pennsylvania, Tennessee, Wisconsin, and Louisiana, for example—have made strong pushes to their respective Legislatures.

The operators at the seminar came to pick the brains of these panelists: Phil Benson of Montana Music Rentals in Missoula, Mont.; Dean Schroeder of Musicvend Inc. in Sioux Falls, S.D.; Michael Anderson of Lieberman Music in Minneapolis, Minn.; and former AMOA president Wally Bohrer. AMOA general counsel Elroy Wolff acted as moderator.

Benson, one of the driving forces behind Montana's successful legislative push, told operators who operate gray area that

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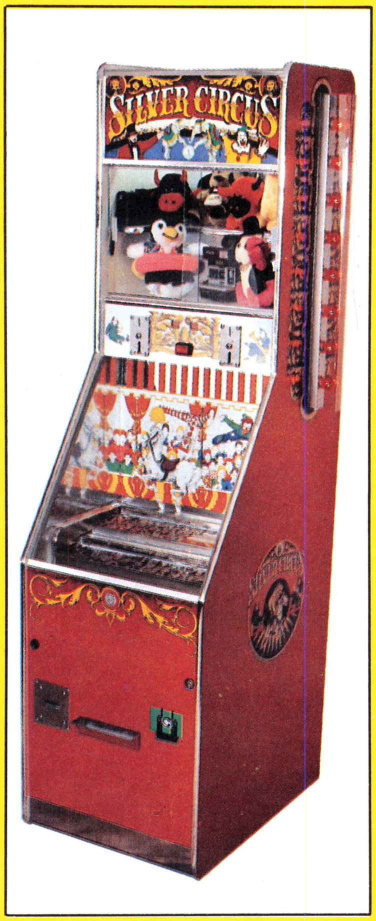

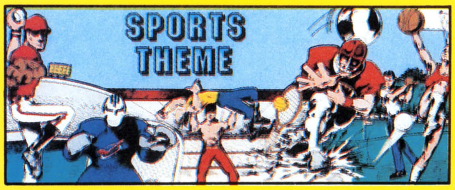

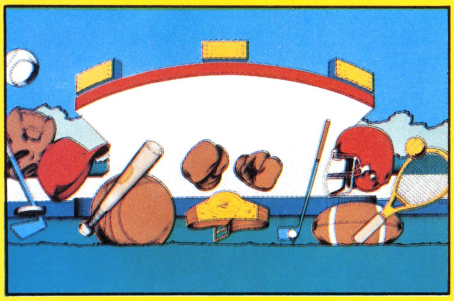

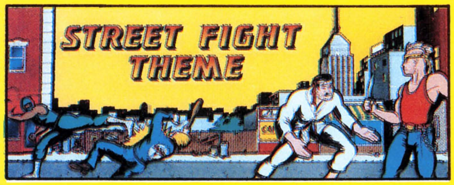

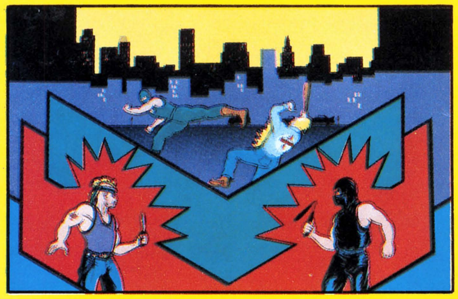

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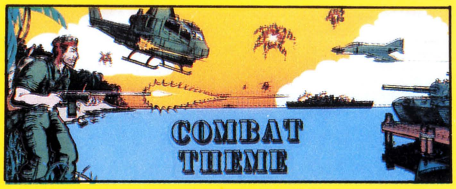

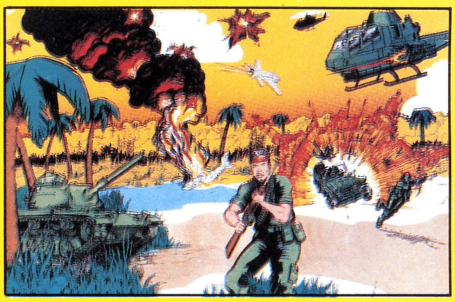

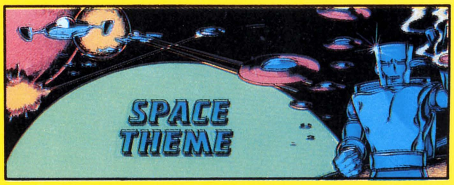

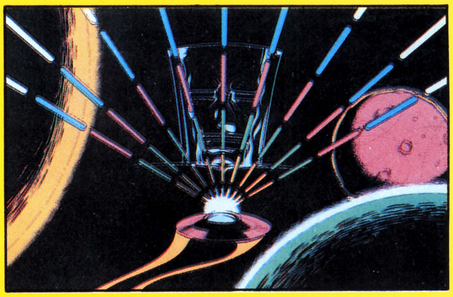

From left: Dean Schroeder, Michael Anderson, Phil Benson, and Elroy Wolff.

"you might not believe it, but you will make more money running legal than gray." He added that gray area operators are at the mercy of law enforcement whims.

States trying to launch poker legislation, Benson stressed, need lots of PAC money and the best lobbyist available. The legislative efforts should be tied to one person—the lobbyist—to avoid the problem of "too many chefs in the kitchen." Also, the state association should adopt this as its motto: "Educate, educate, educate!" That goes for fellow operators, legislators, community leaders, or anyone who'll listen. A united front must be presented to the Legislature to have any hopes of passage, Benson said.

States such as Oregon (with a recently-passed lottery) and Iowa have had problems with the state as to who will run things. Benson said operating video pokers must be kept in the hands of the private sector, as it's done in Montana. It could otherwise fall victim to bureaucratic inefficiency and, possibly, greed by the state, i.e., wanting a bigger slice of the pie. The state of Montana gets 15 percent of the net profits, for example, but recently tried to grab as much as 50 percent before the measure was defeated. (Note: For a more complete account of Benson's views, see this months's Coinman Interview.)

Schroeder explained some of the elements of South Dakota's legislation. There's a 10-machine limit (for poker, Keno, and BlackJack) with a $1,000 maximum payout. Also, the state imposes a $1,500 license fee or $100 per machine, whichever is greater. The state gets 22.5 percent of the net profits, and the system is "on-line"; in other words, the data is gotten from a centrally hooked-up telephone line.

As in Montana, the South Dakota machines are only allowed in licensed locations where alcohol is permitted. Schroeder said he expects a 30 to 40 percent drop in pool and dart revenues with the advent of video pokers. This is largely attributed to space constraints, or not having enough room for all of the equipment.

Anderson said Minnesota was one of the "first kids on the block with video poker legislation." The law was passed five years ago, but it's of little use: the machines are legal but they can't pay off. A licensed operator who has a location with a liquor license can have a maximum of "two video games of chance" in Minnesota. The operator pays a $2,500 "master license fee" to the state yearly, in addition to $120 per machine per year, Anderson reported. The association plans to introduce legislative changes to the existing law, he added.

The acceptance of a lottery by more and more states reflects a greater tolerance of gaming and gambling, Anderson pointed out. He warned, however, that lottery states which also have legalized video pokers may try to get too greedy.

"There is going to be greater interest by lottery commissions and lottery equipment manufacturers and suppliers, who will want video pokers for themselves," he said. "They recognize that more people play video poker machines, with an 88 to 92 percent payoff, than a lottery, which doesn't pay off nearly as frequently or as well. Be aware of this situation."

Bohrer reported that Wisconsin has introduced video poker legislation "that we hope will be successful." Wolff asks operators to submit their association's legislative drafts to him via the AMOA office. AMOA is trying to create a video poker legislation file to further assist operators in their quest for successful legislation.

Distributor/Operator Relations

As the title of this seminar implies, a panel of distributors addressed their various purposes and talked of the relationship with their customers, the operators.

Steve Lieberman of Lieberman Music told the audience that it's a privilege to be a distributor. He said it is actually a contract with operators that must be renewed daily. He went on to list the services that distributors provide, including up-to-date inventory, service, financing, and knowledge.

"The man in the middle is not your adversary; he is your friend," Lieberman told attendees.

Joe Cirillo of Betson focused his comments on the partnership between operators and distributors. He explained that distributors have the obligation to help operators make a fair return on investment. Cirillo admitted that the distributor's position is to support the manufacturers he represents, but at the same time he must deliver the best possible equipment to his customers.

Frank Gumma Jr. of American Vending joked, "It is really hard to describe what I do for a living!" He described his job as similar to a car dealer. A distributor must keep an inventory of games and parts. If those parts or games become obsolete, the distributor must eat that cost. He also emphasized that the cost of supporting the product he sells is very costly, as is honoring warranties and diversification.

Steve Koenigsberg of State Sales talked about how the distributor views operators. He pointed out that distributors do things that you would not be able to get from a manufacturer, such as providing market security, acting as a peacemaker when operators go after each other, stabilizing territories, educating operators, and getting involved in local politics.

Koenigsberg also explained that the cost of doing business is substantial for a distributor if he is going to provide a better testing of games, better vehicles, and employ quality sales people. Said Koenigsberg, "Operators and distributors have a need-based relationship. We need each other. If there is a problem, let the distributor know about it. Don't walk away mad."

Operators took to the floor with an array of questions. One operator asked about gross profits that manufacturers make off of sales to distributors. Cirillo explained that for each game produced, there are two that don't make it. Those costs must be figured into the price of games, he added.

Another operator asked, "How can you expect us to be loyal to you when you aren't loyal to us, because so many distributors also operate?" Cirillo said there are also operators who have gotten into distributing, so it's a two-way street. Lieberman answered that they will not be able to get rid of competition if distributors don't operate. Koenigsberg (who does not operate) told operators that if they have a good distributor, use him, whether or not he operates.

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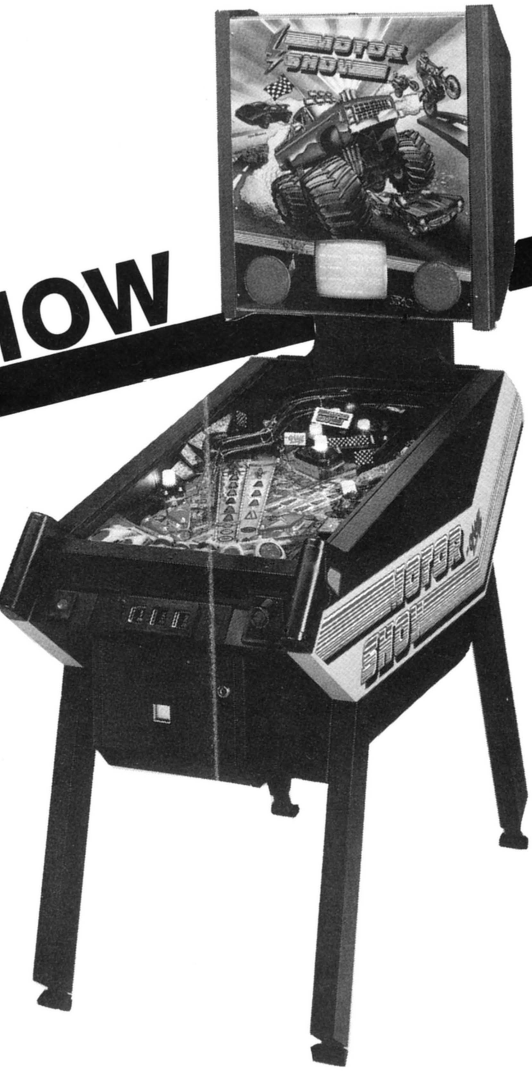

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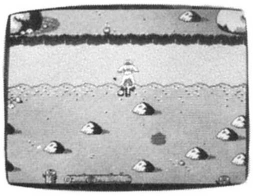

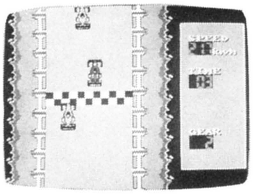

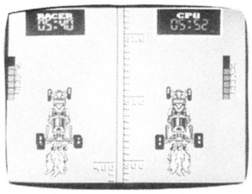

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Frank Seninsky's show picks

AMOA choices for both street and arcade operators

I finally did get to spend some time on the floor at this year's AMOA in Las Vegas. I feel that I saw almost all of the new equipment. An abundance of great kits were introduced before the show, such as *WWF Superstars, Crime Fighters, Arch Rivals, Golden Axe*, and *Bottom of the Ninth*. A few more were shown for the first time at AMOA.

There was no one game that jumped out at me as the "hit of the show," but several that I feel are good. Here are the games that I will consider buying in the next several weeks.

Kits:

1. Sega's *ESWAT* looked to be the best new kit to me.

2. Three games all deserve equal recognition for second, third, and fourth place: *U.N. Squadron* by Capcom, *Astyanax* by Jaleco, and *Block Out* by American Technos. The latter is a difficult, *Tetris*-type game, but it looks great for the 18-year-old and above market.

5. *Midnight Resistance* from Data East is much like *Heavy Barrel*, but I don't like rotary joysticks. And *Rambo III* needs to be seriously tested.

Dedicated (for arcades):

1. Sega's *Super Monaco GP* is a great attraction for arcades, but it costs as much as a new *real* automobile. The company's "power link" feature is a real plus for arcades.

2. Atari's *Stun Runner S/D* handled exceptionally well.

3. *All American Quarterback* by Leland is priced right for those who didn't get heavy into *Team Quarterback*.

Pinball:

1. Williams' *Police Force* is great.

2. *Elvira* from Bally may not be for all locations, but it sure is flashy and entertaining. It's a must for arcades.

3. Premier's *Bone Busters* is earning very well. Stay tuned.

Redemption (new concepts):

1. *Rebound* from Coin Concepts will attract people of all ages and type. However, I don't like that all the coins are removed from the playfield after a win.

2. Betson's *Flash Four* is sure to attract players and keep them going for the jackpot.

3. *Spots* from Axlon is a great concept, but it needs to be flashed-up a bit. Also, the prizes offered need to be enhanced.

Game updates:

1. Leland's "track pack" for *Super Off Road* is a way to boost earnings in the future. But the game is still doing very well, so we don't really need the update now. Please keep it in stock.

2. *Willow* from Capcom is kind of like an update, when you take their $500 trade-in policy into account.

Next time around I'll fill you in on the tremendous progress being made by the AMOA Standardization Committee. As always . . . keep cranking. ☐

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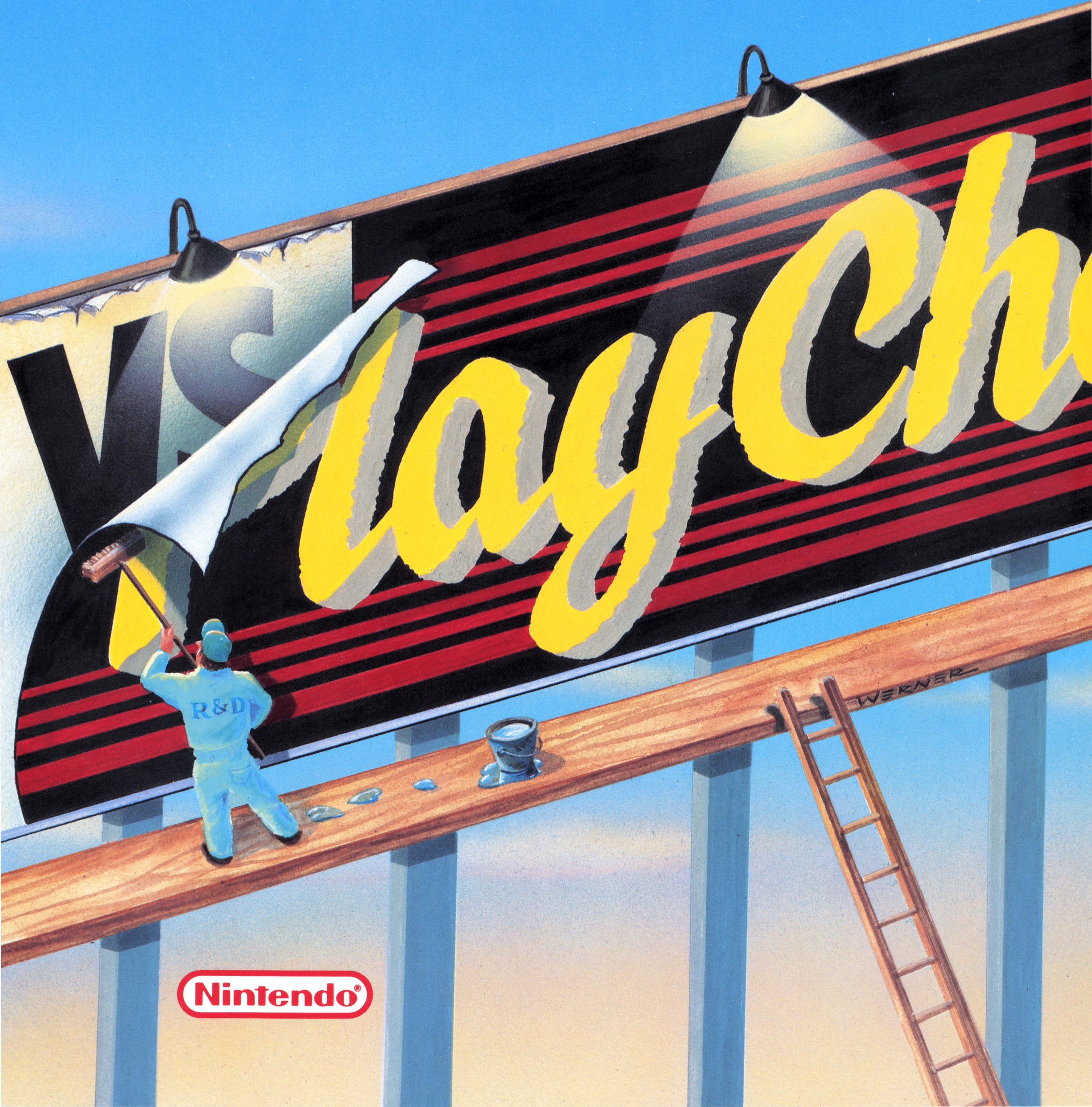
SEGA
Super Monaco GP
Super Monaco GP

Some operators sampling Sega's *Super Monaco GP* at the AMOA show.

The Sign of the Times.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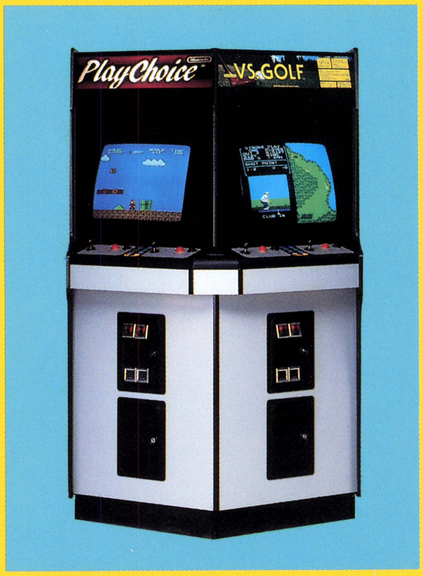

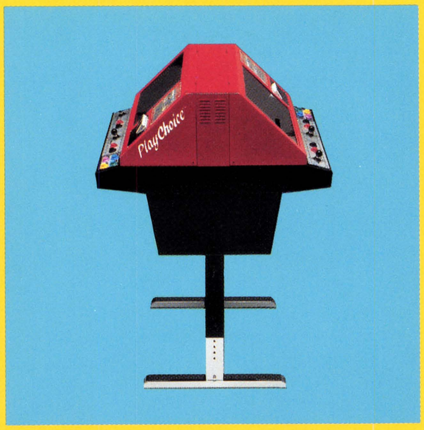

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Fun N Games hosts state air hockey championship

The Fun N Games Family Entertainment Center in Loveland, Colo., hosted the 1989 Colorado State Air Hockey Championship in early August. Dynamo, Fun N Games, and several local businesses sponsored the event, which awarded $3,000 in cash and prizes.

Fifty-one entrants gathered for the competition. The finals featured old rivals Bob Dubuisson and Mark Robbins of Boulder, Colo.; both are previous winners of national championships. This time out, Robbins took first place and Dubuisson second.

Other winners included John Stucky of Longmont, third; Tim Doughty of Loveland, fourth; Connie Rector of Houston, fifth; and Keith Fletcher of Loveland, sixth.

The expert division was won by Roger Wolf of Westminster; the amateur division by Tom Lesser of Loveland; and the novice division by Gene Stroh of Ft. Collins. In the women's division, Connie Rector won first place and Jill Date of Loveland took second.

Much of the organization was handled by Steve Hartley, owner of Fun N Games. "Air hockey is our biggest drawing card," said Hartley. "Our players look forward to competing in the next national event in Colorado."

In other air hockey news, a championship air hockey exhibition was held this summer in conjunction with the opening of the AAMA-sponsored game room for athletes at the U.S. Olympic Festival in Norman, Okla.

Demonstrating the sport were Tim Weissman of Houston, current national champion; Robert Hernandez of Houston, a two-time champion; Mark Robbins of Dynamo, also a two-time winner; Paul Marshall of Dallas; and Connie Rector of Houston. The purpose was to foster greater awareness and appreciation of coin-operated sports.

For more information on air hockey tournaments and promotions, call Mark Robbins at Dynamo, (800) 527-6054 or (817) 589-7699. ☐

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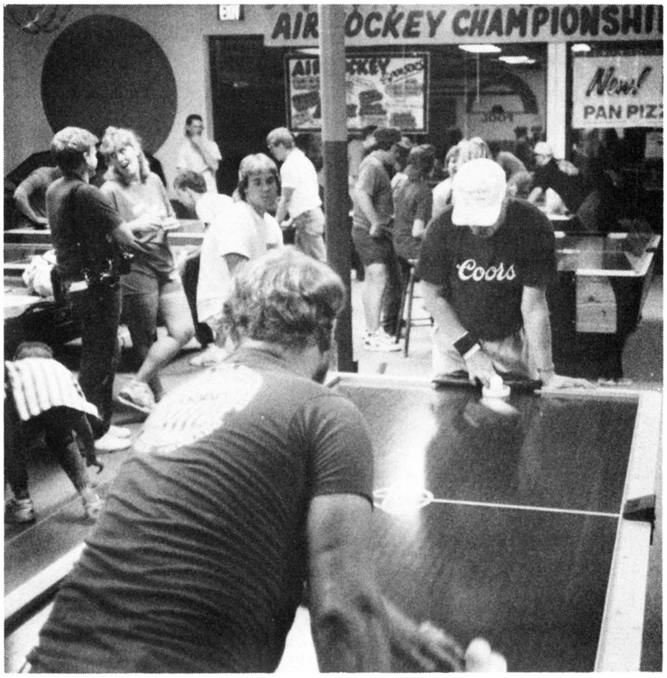
Happy winners in the Colorado State Air Hockey Championship, (l to r): Connie Rector, Bob Dubuisson, Mark Robbins, John Stucky, and Tim Doughty.



Bob Dubuisson and John Stucky in the heat of battle.

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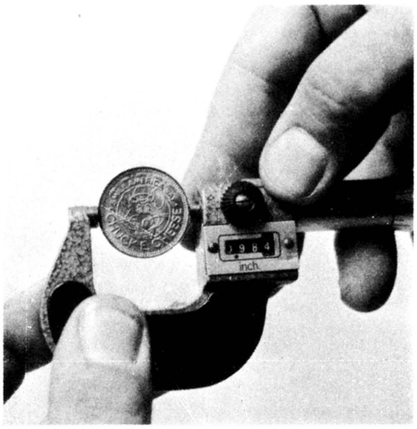

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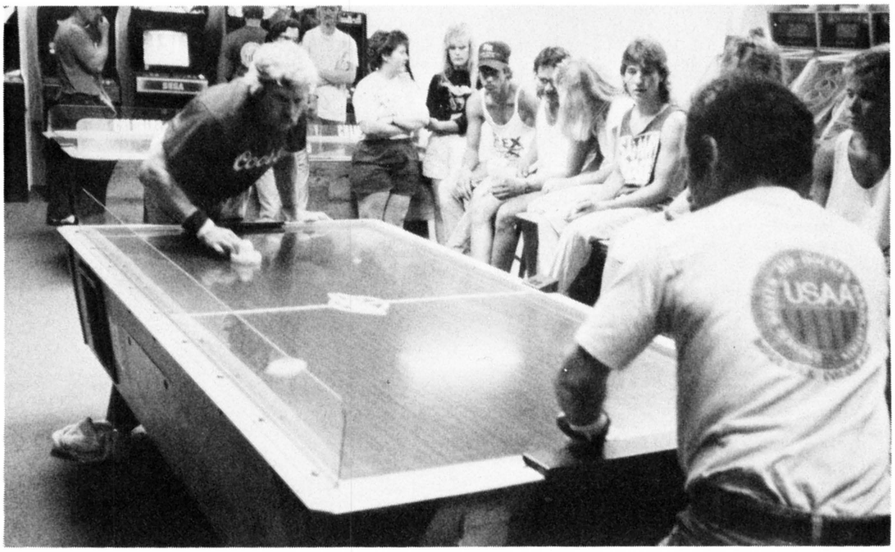

Bob Dubuisson (l) and Mark Robbins in the final match.

AIR HOCKEY CHAMPI
AIR HOCKEY

Fifty-one players competed in this year's Colorado championship.

In Norman, Okla., Tim Weissman watches as Paul Marshall and Robert Hernandez show championship air hockey moves.

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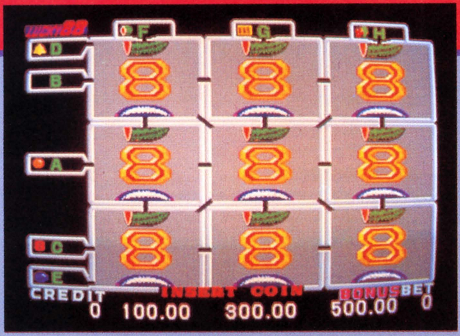
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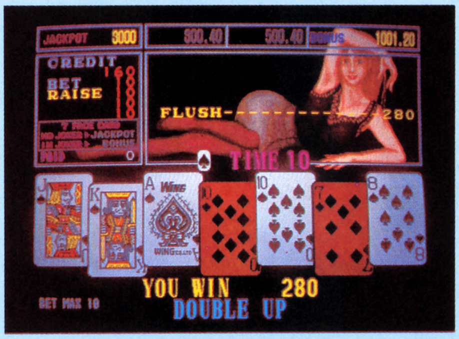
BONUS 500.00
BET 0

Lucky 88

•Start the reel with your instinct.

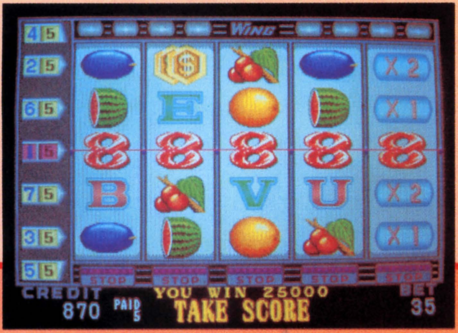
Lucky 77

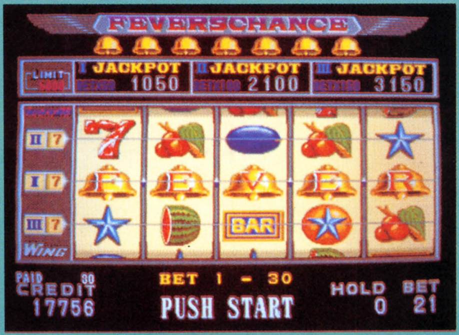
•King of poker games.


JACKPOT 3000
300.40
500.40
BONUS 1001.20
CREDIT 160
BET
RAISE
FLUSH 280
TIME 10
YOU WIN 280
DOUBLE UP
BET MAX 10

Lucky 85

•You can stop the reel on all seven lines.


WING
STOP
X2
X1
CREDIT 870
PAID 5
YOU WIN 25000
TAKE SCORE
BET 35

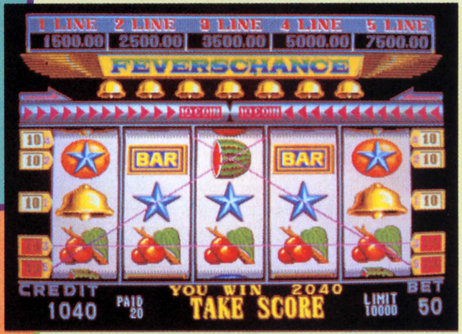

FEVERSCHANCE
LIMIT
I JACKPOT 1050
II JACKPOT 2100
III JACKPOT 3150
WING
BAR
PAID 30
CREDIT 17756
BET 1 - 30
PUSH START
HOLD 0
BET 21

Lucky 75

•This is the hottest one.

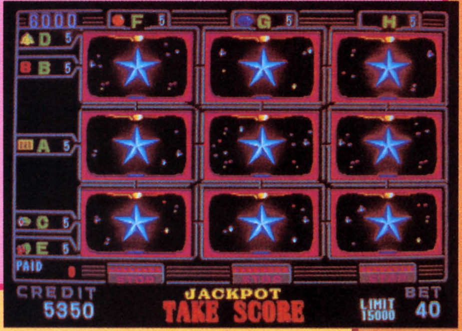
Lucky 55

•You can make a win from both sides.


1 LINE 1500.00
2 LINE 2500.00
3 LINE 3500.00
4 LINE 5000.00
5 LINE 7500.00
FEVERSCHANCE
BAR
CREDIT 1040
PAID 20
YOU WIN 2040
TAKE SCORE
LIMIT 10000
BET 50

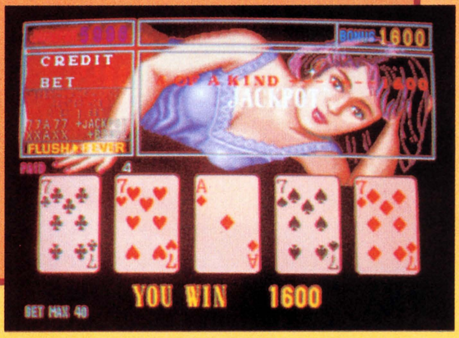
Lucky 89

•Your chance for super jackpot!


8000
F
G
H
D
B
A
C
E
PAID
CREDIT 5350
JACKPOT
TAKE SCORE
LIMIT 15000
BET 40

Lucky 74

•The number one hit of the year.


BONUS 1600
CREDIT
BET
4 OF A KIND
JACKPOT
FLUSH
YOU WIN 1600
BET MAX 40

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Irving L. Blackman

Court beats up IRS on gift tax rule

The name of the tax game is "pay as little as possible, but stay within the rules." Of course, the IRS usually reads the rules, so you pay more tax. Sometimes we have to go to court to teach the IRS how to read. Here's the story.

First, some background. Many taxpayers try to save estate taxes by making a gift to their loved ones during their lives. For gift tax purposes, the gift must be valued at its fair market value at the date of the gift. This is true no matter what type of property is given— a painting or stock of the family coporation. The gift tax and the estate tax have been unified into a single tax. An easy way to look at the tax consequences is that the first $600,000 of taxable gifts during your life and/or transferred to your heirs at death escape tax.

As a practical matter, the IRS does not see the first penny of tax during your life unless your taxable gifts exceed $600,000 ($1.2 million if you are married). As a result, the IRS does not have any great incentive to audit gift tax returns where the value of the gift shown is substantially less than the $600,00/$1.2 million tax-starting point. As a general rule, the IRS cannot assess additional taxes after three years because the statute of limitations has run out.

For many years, the IRS has taken the position that after three years it could no longer attack the valuation and nail you for additional taxable gifts during your life. But when you died, the IRS would dust off all of those old gifts. If they could raise the gift tax value after your death, the effect would be to raise your taxable estate and, of course, your estate tax. This is exactly the issue that came up in a recent gift tax case, *Boatman's First National Bank of K.C.*.

Guess who won? We did. The court spanked the IRS, saying its "practice would extend the statutory limitations period on gift valuation indefinitely, limited only by how long the donor survived after giving a gift. Congress could not have intended this..."

> ***"The name of the tax game is pay as little as possible but stay within the rules."***

This is big news for every taxpayer who has made a gift in the past, or who will make a gift in the future and might have the value of the gift challenged by the IRS. After three years, the door is now slammed shut on the IRS.

Most owners of closely-held businesses center a transfer-of-ownership plan to their children around a gift-of-stock program. This case opens the door for family-held businesses to proceed with gift transfer plans with a greater degree of certainty. See your tax consultant for how this case affects your family transfer and estate plans.

One way not to pay the IRS

Over the past 10 years, money market funds have exploded in popularity. Almost everybody knows that the dividends they pay are taxable as interest income.

In this article, though, I want to discuss a feature common to money market funds: you can write a check against your account to pay bills or withdraw funds. Some funds return the cancelled checks with your next statement, just like a bank. Some funds only return the cancelled checks after an extended time frame or after a specific request is made.

With the above background in mind, let me tell you why this article was written. From time to time, some clients have paid income tax obligations with a check to the IRS from one of those funds that don't return cancelled checks each month. You guessed it; the IRS wanted proof of payment, and we were helpless to respond timely. In such cases the time, effort, and mountains of paperwork created a huge and unnecessary hassle.

Obviously, the problem is easy to avoid. Just don't pay the IRS, or any other obligation where proof of payment may be needed on short notice, with money market funds that have slow-to-get cancelled checks.

To capitalize or not to capitalize

If Hamlet owned a business, he might well have pondered, ''To capitalize or to expense, that is the question.'' A recent Tax Court decision (*L & L Marine*, TCM 1987-428) implies that the answer might be found in another Shakespearean paraphrase, ''A repair by any other name is expensed the same.''

As any business owner knows, massive discord with the IRS frequently focuses on issues of capital improvements versus repairs. Repairs are deductible currently, but capital improvements must be depreciated over many years. The pivotal point is whether the expenditure is made to improve, alter, or renovate the property or equipment, or merely to repair it. And this Tax Court decision said that nomenclature is secondary to the real facts when making the determination.

Here's the story. L & L Marine spent money for work needed to continue to qualify six of their barges for sea duty. They classified the expenditure as repairs on their books and took a deduction for the expense on their tax return. But their CPA thought the work was a capital expenditure and refused to issue audited financial statements unless the expenditure was capitalized.

The IRS was delighted. In their audit of the marine company's tax return, the IRS adopted the CPA's treatment of the expenditure and disallowed the deduction for repairs.

But justice prevailed, and L & L was able to salvage their deduction for salvaging the barges. L & L was persuasive in their argument that the repairs did not significantly increase the useful lives or the value of the barges, while the IRS merely relied upon the CPA's classification, presenting no other argument for capitalization. Unconvincing, said the Tax Court; a repair is still a repair, no matter how the CPA classified it on the financial statements. The IRS was required to produce convincing evidence that the expenses were capital in nature, and they failed to do so.

Alimony can help win the tax game

''Do you promise to love, honor and ...'' Well, you know how it goes. It seems like more and more people are untying the knot these days, with some sources saying the figure is up to 50 percent. In my experience, about the only thing such couples can agree on is that it would be a great idea to cut their overall tax bill.

So what's the story on alimony? The basic rules are simple. The paying spouse can deduct alimony, and the receiving spouse must pay tax on the amount deducted by his or her ex. Now, the real question: what is alimony?

Under current law, payments made by one spouse to another are considered ''alimony'' only if the following conditions exist:

1. The payments must be made in cash.
2. The payments must be made pursuant to a divorce or separate maintenance agreement.
3. The agreement does not specify that the cash payments are not alimony.
4. The spouses are not members of the same household when the payments are made.
5. There is no liability to make the payments for any period after the death of the receiving spouse. However, the law specifically notes that premium payments made by the paying spouse on the life of the receiving spouse are alimony, even though the life insurance is only payable after the receiving spouse's death.

Special rules prevent you from making very large payments that are deductible in the early years following a divorce. In practice, what is and what is not deductible (and income to the other spouse) can get very complicated.

Here's the advice I give to every client who approaches me about a pending divorce. It makes no difference if I'm talking to the potential receiving or paying spouse. It is this: before you even talk about terms of the divorce, and certainly before you sign anything, talk to an expert about the tax consequences of all amounts paid or received and all properties that may be transferred. ☐

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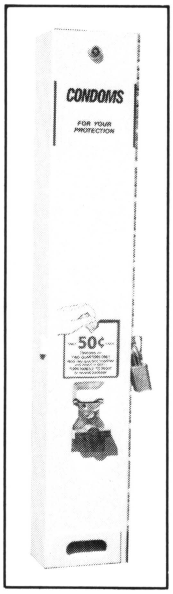

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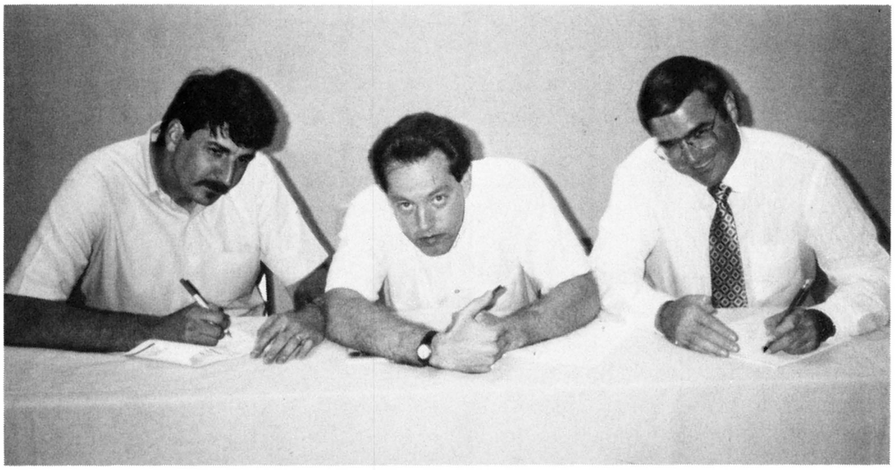
Frank Seninsky

AMOA regional seminar a hit in South Carolina

When you want to feel appreciated, just go to the South! That's just what AMOA's Education Committee (chaired by Randy Chilton) did, as the regional seminars went to Columbia, S.C., on Aug. 12-13. Over 80 owners, technicians, collectors, and route sales personnel attended the eight three-hour seminars. Last year's record attendance of 138 in Atlanta wasn't reached, but the enthusiasm was surely equaled.

Randy Fromm, the super-tech professor, once again managed to hold up for the full 12-hour program. He taught all four technical sessions, covering multimeters, power supplies, pinball troubleshooting, monitor troubleshooting, conversions, and tips.


Play Meter's "Three Amigos." Taking a short break from their duties as instructors at AMOA's Regional Seminar in Columbus, Ohio, (l to r): Randy Fromm, Frank "The Crank" Seninsky, and Charles Ross. All three write for the magazine and just found out about the new deadline. Hey, who's got some ideas?

The route sales people started off with Mike Ralston of Collins Music in Greenville, S.C. Mike, who I might add was the only instructor with a valid Southern accent, covered customer service techniques, employee training, phone etiquette, negotiating techniques, and follow-up. Jim Stansfield of Jim Stansfield Vending in LaCrosse, Wis., followed with nuts-and-bolts advice for operating jukeboxes and pool and dart leagues, negotiating commissions, increasing pricing, and successfully communicating with customers.

The third session was given by Charles Ross, who I call "Mr. ROI." His simple-to-follow technique for calculating ROI is one of the most important aspects to operating at a profit. I sat in on his session in Dallas and found it very worthwhile. My method for determining ROI is much simpler, but it surely isn't as accurate as Charlie's. I remember asking him some tough questions in Dallas, so when he told me that he would be attending *my* seminar, I knew it would be challenging.

I completed the program with three hours of tips on how to have your locations love you, how to organize yourself to save time and energy, rotation techniques, game layout, and networking. My goal in each seminar is to have each person get at least 10 tips that he or she can take back to their businesses. Hopefully they will either make or save money with them. (Most of the class said they got around 15 good tips, so I know I did my job.) The only bad part is that the microphone didn't work and I got a sore throat. But I received a good tip on that: suck lemon drops. I'll remember it for the seminar in Tarrytown, N.Y., on Oct. 28-29.

Many thanks to the entire Green family, especially R.A. Green (AMOA vice president) and his sister Elizabeth Green Moseley of Rosemary Coin Machine. She sponsored the luncheon and helped round up the troops by putting out the word on the seminars. Let's not forget Bill Stone, another AMOA vice president, who also worked hard to let people know about the seminars.

These seminars are exactly what operators need, yet it is always just plain hard work to sell the program to most of

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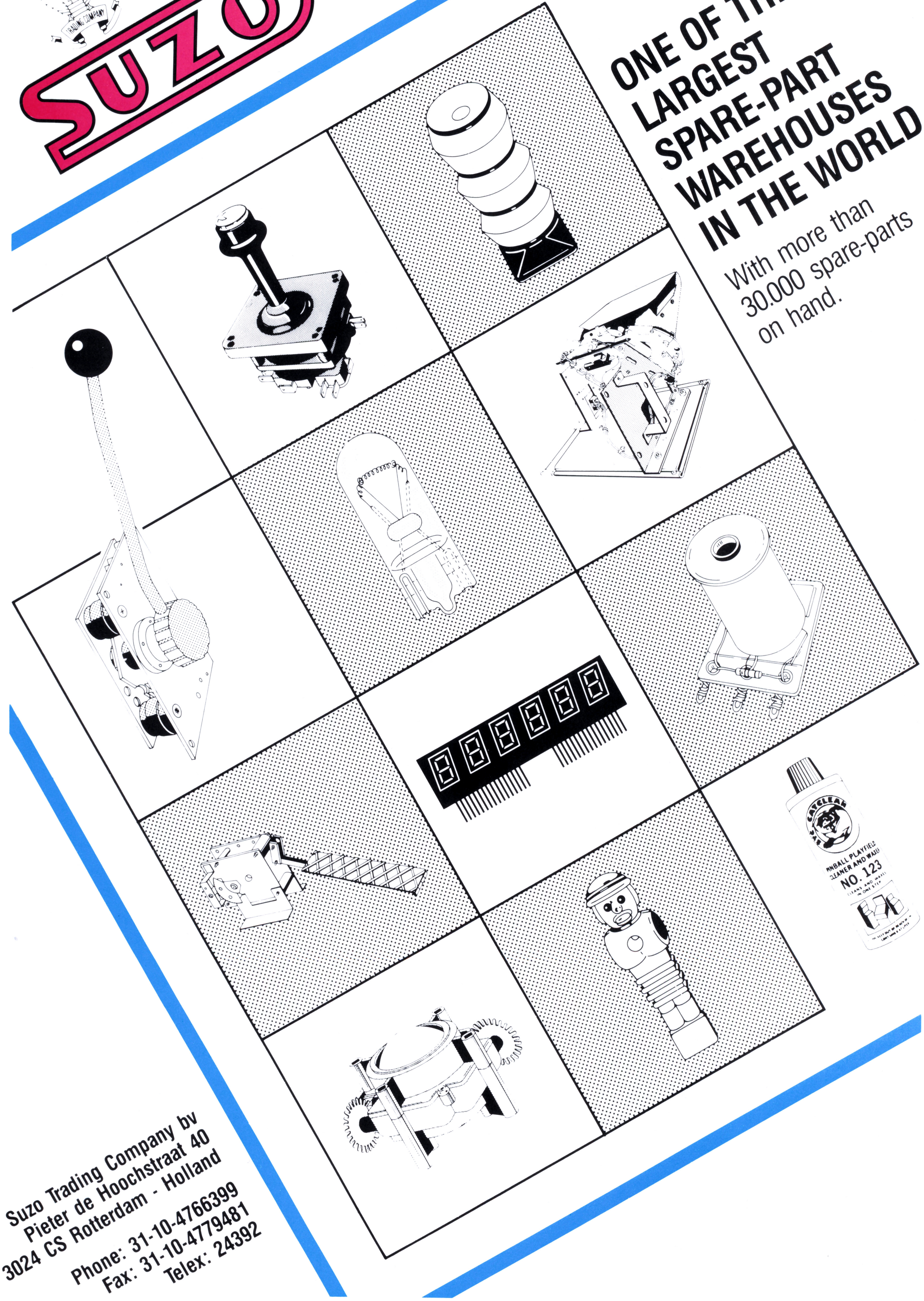
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them. No matter how well you're doing now, the one thing we can all be sure of in the coin-op industry is that it will constantly be changing. To adapt to change is not easy and requires a great deal of knowledge about market conditions.

Risk-taking is indeed a science. I'm not talking about "stepping-in-it" once or twice in your lifetime, but of coming out on top a good majority of the time. Learning all you can about your business—the coin-op business—must be your number one priority.

Outlook on our future

It is my strong opinion that unless operators in every state get serious about playing a part in operating and servicing gaming equipment, our government friends will simply put us out of business. Think about this scenario: a state either runs their own video lottery, pokers, bingo games, etc., or bids them out to a giant company to run. As more and more of the games are put on location, the operator gets less and less of the coin-op pie. Soon the state wants it all and starts raising licensing fees or taxes for the operation of video games, which they now view as "the competition." It ain't hard to predict the outcome.

This is just what I fear is happening in New Jersey. We let gambling into Atlantic City, and now they view the redemption and merchandise games on the Jersey Shore, and street operators in general, as the competition. I always viewed Atlantic City as my competition. Now look at what we're up against!

Get involved with your state association, join AMOA, and find out how you can band together to look out for your coin-op future. There is great strength in numbers, and we operators have one of the most powerful grass roots lobbying networks around. We deal with hundreds of thousands of locations whose millions of customers play our games. Most of us don't realize how awesome this power can be, as we just go our own way and let the chips fall where they may.

Just something to think about. As always...keep cranking! ☐

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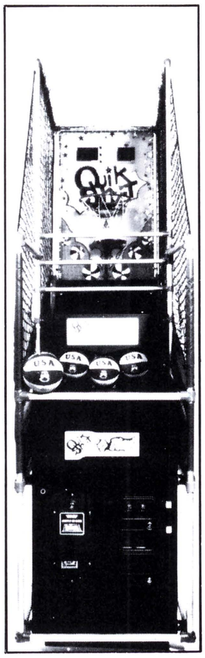
ALL-STEEL CONSTRUCTION
Operator Settings for Coins, Game Time, Points for Bonus Game



Selectable 1 to 4 players
Accepts game credits

- Fast Ball Return — No Jam-Ups
- Score To 199 Points — 3-Point Shot
- Flashing High Game Promotes Challenges
- Bonus Score Adds To Original Score
- Moves Easily — Adjustable Height — Narrow Width
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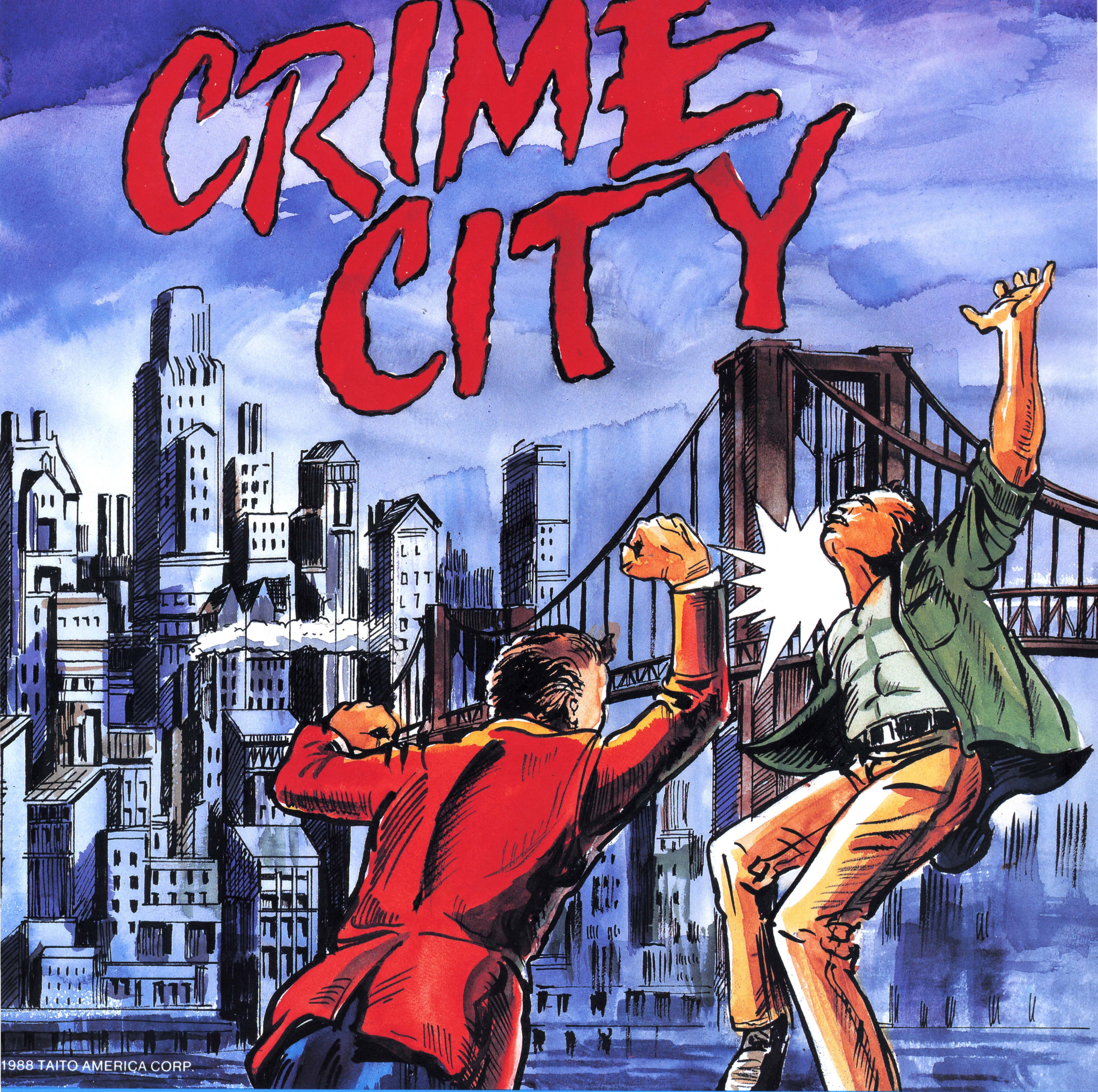
Taito America Corporation Presents A City In Trouble . .



1988 TAITO AMERICA CORP.

CRIME CITY, rampant with organized crime and corruption, is fast becoming hell on earth to its more than 5 million residents. Burglary, kidnapping, murder and drug trafficking have all cast their dark shadow upon the once lively and honest city. Now Tony Gibson and Raymond Brody are determined to rid Crime City of its high level filth, crush out crime and bring back law and order.

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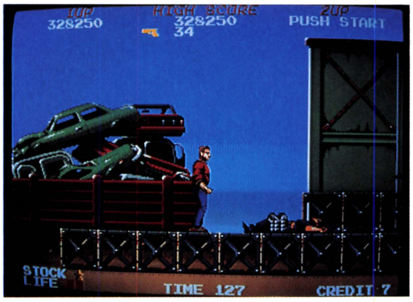
Crime City is a one or two player horizontal video game, started independantly and played via two complete sets of controls. Each set of controls includes a joystick and two buttons. The player uses the joystick to move his character and the two buttons for attacking and special maneuvers.

1UP 0
HIGH SCORE 50000
2UP 0
CRIME CITY
TAITO
© 1989 TAITO AMERICA CORPORATION
ALL RIGHTS RESERVED
CREDIT 0

1UP 34300
HIGH SCORE 50000
75
2UP PUSH START
STOCK
LIFE
TIME 166
CREDIT 1

1UP 340650
HIGH SCORE 340650
2UP PUSH START
STOCK
LIFE
TIME 164
CREDIT 5


1UP 328250
HIGH SCORE 328250
34
2UP PUSH START
STOCK
LIFE
TIME 127
CREDIT 7

The goal or object of the game is to find the gang leaders and arrest them. Carrying out this task, the player makes his way on foot through some of the roughest neighborhoods in Crime City, shooting and fighting criminals. There are a total of six stages, which are segmented into different scenes. Each stage of the game has a specific criminal activity that must be stopped before proceeding to the next. Such crimes as kidnapping, robbery, drug dealing and attempted murder are featured in the various stages to challenge the player. The player picks up special weapons along the way as he disarms the criminals. And drugs, when siezed, award special bonus points.

Illustrated below are some of the game's maneuvers including the somersault attack, an important element in the game.

1UP TO CONTINUE
HIGH SCORE 509050
2UP 61550
62
CREDIT 0
TIME 143
STOCK
LIFE

As the player receives damage, his life gauge is partially reduced. The game ends when the player's life gauge is completely depleted.

However, with Taito's Continue Play feature the player can stay in the action!

1UP 43100
HIGH SCORE 50000
MAX
2UP PUSH START
STOCK
LIFE
TIME 74
CREDIT 2

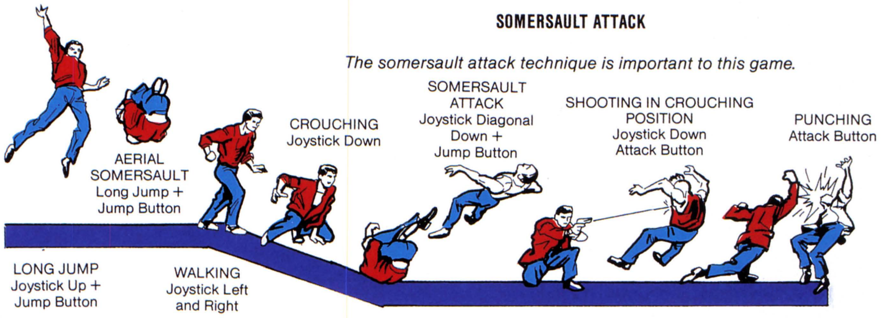
1UP 2500
HIGH SCORE 50000
65
2UP PUSH START
STOCK
LIFE
TIME 152
CREDIT 1

- Insert Coin(s)
- Select Player 1 or 2.
- Use Joystick To Move Player.
- Press ATTACK Button To Attack With Guns And Punches.
- Press JUMP Button To Jump And For Somersault Attacks.

- HINTS:

Use Boxes, Drums, Hanging Lights To Help Attack Enemies.

The Artillery Battery in Round 5 Can Be Destroyed.



SOMERSAULT ATTACK

The somersault attack technique is important to this game.

AERIAL SOMERSAULT
Long Jump + Jump Button
CROUCHING
Joystick Down
SOMERSAULT ATTACK
Joystick Diagonal Down + Jump Button
SHOOTING IN CROUCHING POSITION
Joystick Down Attack Button
PUNCHING
Attack Button
LONG JUMP
Joystick Up + Jump Button
WALKING
Joystick Left and Right

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Randy Fromm

Repair Log: Adjusting monitor widths

Adjusting the width on a monitor can be a frustrating experience. Sometimes the width adjustment doesn't seem to have enough of a range to adjust the monitor the way you want it. The picture may be shrunken in the horizontal direction, or stretched out beyond the edges of the picture tube despite your best effort at adjusting it.

Most of the adjustments on a monitor are performed with potentiometers. A simple manipulation with a screwdriver or finger is all it takes to adjust the brightness, color, height (vertical size), and just about everything else.

But the width adjustment is made by moving a ''slug'' into or out of a hollow coil of wire (kind of like a miniature pinball coil). The slug is made from a material called ''ferrite,'' an iron oxide-based compound that interacts well with the magnetic field that surrounds the width coil. When the slug is screwed deeply into the center of the coil, the ''inductance'' of the coil is increased. That is to say, the position of the ferrite slug deep within the magnetic field makes the coil act as if it is ''bigger'' (which, electrically speaking, it is!). When the slug is fully inside the width coil, the picture size is at its narrowest.

Withdrawing the slug has the opposite effect. As the slug is screwed back out from the middle of the width coil, the inductance of coil decreases and the picture widens out.

Adjusting the position of the slug requires a Hex Alignment Tool. Don't let the name scare you. It's basically just a plastic allen key. The alignment tools are usually sold in sets of assorted sizes. Sometimes sold as Color TV Alignment Tools, a set costs around $5 at most electronic parts houses.

Do not use a metal allen key to make this adjustment! The reason for this warning has nothing to do with getting a shock from the metal wrench contacting something it shouldn't. Rather, the electromagnetic radiation from the coil is absorbed by the metal tool, and it gets hot as hell if you leave it in the coil for even a minute when the power is turned on. When you grab the tool to turn it or pull it out, it burns the heck out of your finger and thumb (ask me how I know!).

The problem with using a coil for the width adjustment is that the amount of change that can be produced by the full insertion of the slug isn't really all that much. The ''range'' of the adjustment is very small. If the width adjustment is not sufficient, the horizontal size of the picture can be changed by a quick modification of the monitor.

In virtually all monitors, there is a capacitor that provides the AC ''return

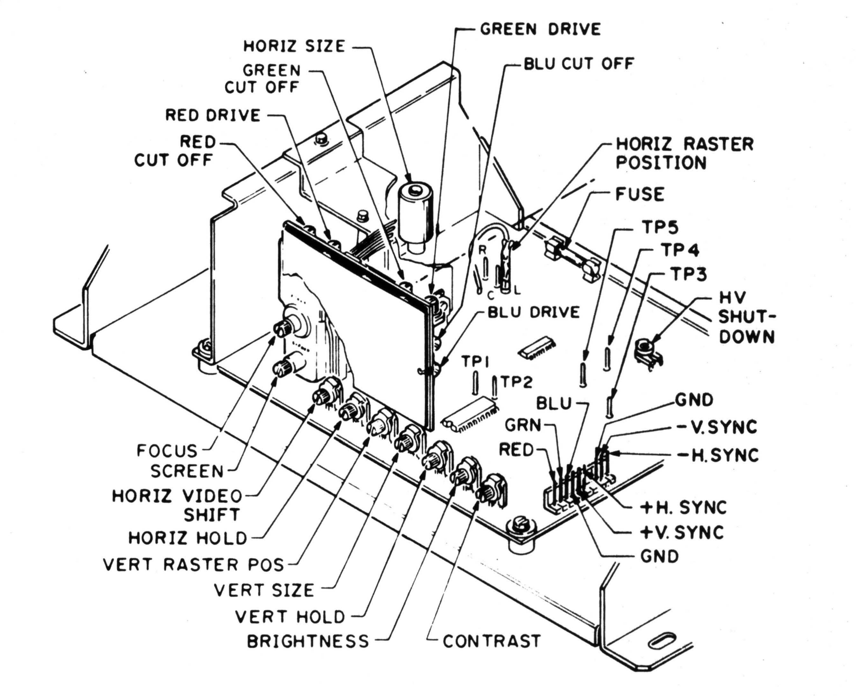

Figure 1: Typical monitor adjustments. Virtually all are potentiometers except the horizontal size (width) adjustment. The width is adjusted with a coil.

pat'' for the horizontal deflection coil in the yoke. It's usually easy to spot on the schematic because one side will be connected to the width coil and the other lead of the capacitor will be grounded. The value of the capacitor will generally be in the range of .33 to .53 microfarads at 200 to 400 volts. The width of the picture can be altered by changing the value of this capacitor.

A higher value capacitor will make the picture wider. A smaller capacitor will cause the width to shrink. Make sure that the replacement capacitor has a voltage rating that is at least as high as the original. Doubling the capacitance or cutting it in half is about all that is required to suitably alter the width.

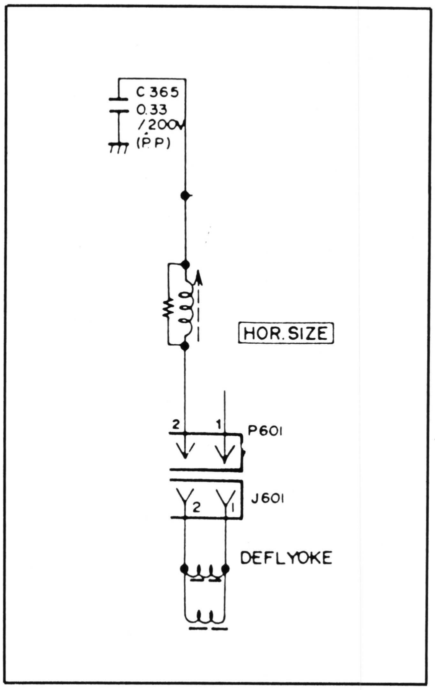

Figure 2: The width capacitor can be identified by its location in the circuit between the horizontal size coil and ground. In this particular circuit, it's C365.

This modification is especially useful when the new logic in a conversion kit produces a picture that is much larger or smaller than the original. Here is a list of some common video game monitors, and the width capacitor for each one.

1. Electrohome G07 C515 .53 microfarad, 400 volt
2. Wells-Gardner 4600 series C615 .39 microfarad, 200 volt
3. Wells-Gardner 4900 series C365 .33 microfarad, 200 volt
4. Wells-Gardner 7000 series C38 .39 microfarad, 200 volt
5. Hantarex MTC900 C69 .47 microfarad, 400 volt
6. RGB 1401 C153 .33 microfarad, 400 volt ☐

Plans are heating up for the next American Coin Machine Exposition scheduled for Chicago.

Mark your calendar for March 9-11, 1990, and prepare for a *"hot time in the old town."* It's never too early to look ahead to the industry's major spring event.

For more information, call: 312/333-9292 or
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How To PLAY AND WIN THE VIDEO GAME

1

Demand QUALITY in your monitor. The video game is only as good as what the customer sees, so this is no place to squeeze standards or cut corners. The best monitor literally means your best chance for success; and the best monitors are Wells-Gardner.

2

Insist on RELIABLE PERFORMANCE. For video games to capture the public's imagination, they must display their distinguishing traits time and time again. Consistency of exciting play determines the game room winner, and that means consistently crisp images, bright colors, and precise execution of the program. In monitors, that means Wells-Gardner.

3

Expect DELIVERY as you are expected to deliver. This is one of the golden rules of efficient manufacture, and one that is often complicated (and always threatened) by offshore sourcing. As the leading domestic manufacturer of games monitors, Wells-Gardner is close-at-hand to meet your needs. We deliver on time every time.

4

Look for CUSTOMER SERVICE. After the game is entered, in the heat of competition, when crises arise: that's when you know who you can count on. Video game manufacturers count upon Wells-Gardner precisely because its performance only increases after the sale.

5

Pursue TECHNICAL EXPERTISE. In a game committed to changing as rapidly as the people who play it, you can't be left in the wake of someone's new technology. Work with the leaders, the innovators, those who are driving the industry. In monitors, work with Wells-Gardner.

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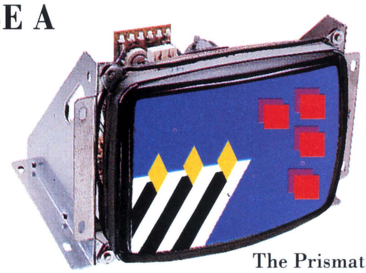


The Prismatic™
K7000 Series

**WELLS-GARDNER
ELECTRONICS CORPORATION**

2701 N. Kildare Avenue ◻ Chicago, Illinois 60639 ◻ Telex: 25-3286 ◻ Fax: 312-252-8072

SEGA®

August 22, 1989

Service Bulletin # 27

Super Monaco GP

IMPORTANT NOTICE

Shipping and storage time may result in the loss of suggested factory settings.

√√ Check "GAME OPTION SETTINGS" BEFORE SETTING GAME ON LOCATION

(Please refer to the game manual to check on how to enter the "Test Mode" and "Game Option Settings")

The following suggested factory settings will give you an approximate game time of 2 minutes 45 seconds to 3 minutes 15 seconds.

1.	Play Mode	Single Play
*2.	Game Difficulty	*Easy >* For Deluxe *Easy* For Upright
3.	Qualification Limit	45 Seconds
*4.	If Over Limit	*16th to Start*
5.	Award Super License	Yes
6.	Players Path Correction	Medium
7.	Advertise Sound	On

* # 2 and # 4 could have reset to other settings.

For further information contact your Sega Distributor or Sega Enterprises, Inc (USA)

SEGA ENTERPRISES, INC (U.S.A.)
2149 Paragon Dr., P.O. Box 610550, San Jose CA. 95161-0550 • Phone (408) 435-0201 • FAX (408) 435-0294

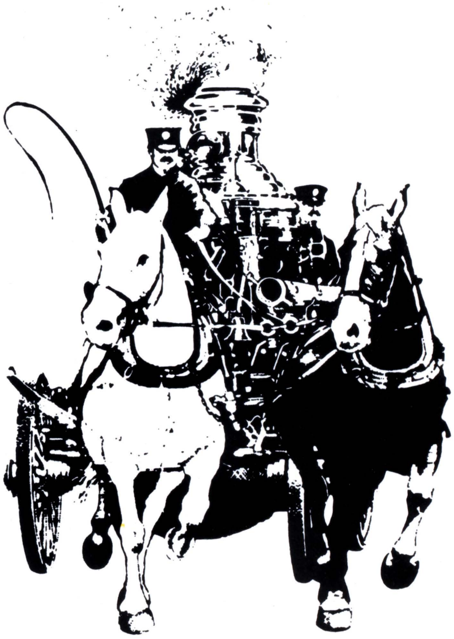
ACME ALERT!

1990

AMERICAN COIN MACHINE EXPOSITION

Friday, March 9
Saturday, March 10
Sunday, March 11

HYATT REGENCY CHICAGO



We're sounding the alarms for the biggest coin-op extravaganza ever to hit the "Windy City"! Coin-op comes to the rescue with exhibits, seminars and good times for THREE DAYS ONLY! Catch the coin-op fever at ACME '90.

ACME 90
AMERICAN COIN MACHINE EXPOSITION

Call or write for more information:
William T. Glasgow, Inc., 16066 South Park Avenue,
South Holland, IL 60473, (312) 333-9292 or
FAX: 312-333-4086

HOTTER
than the
Chicago Fire!

☐ Yes, I would like to attend ACME '90. Please send complete registration information

☐ Yes, I would like to exhibit at ACME '90. Please send complete registration information.

NAME ______________________

TITLE ______________________

COMPANY ______________________

TYPE OF BUSINESS ______________________

ADDRESS ______________________

CITY ____________ STATE ______ ZIP ________

PHONE ____________ FAX ____________

PM

Bonnie Theard

Holiday assortments brighten the seasons

If you are still looking for something different to add to your cranes for Halloween, and are planning ahead for the Christmas season, sample some of this month's offerings.

HMS Monaco features **Halloween Kits** and **Christmas Kits** of its Plush Mixer Globe Capsules. The clear capsules, which measure three inches in diameter and 9.5 inches in circumference, are easily handled by crane claws. The jewelry items and watches are secured on colorful foam backing in the sealed capsules.

The Halloween Kit includes six items: black cat pin, pumpkin pin, ghost necklace, black bat keychain, wind-up skull, and mini Halloween plush. There are six of each item for a total of 36 capsules. The average cost per capsule is between $1.11 and $1.25, depending on the size of the order.

The Christmas Kit includes 60 capsules with 24 assorted pins, 12 assorted watches, 12 teddy bear tree ornaments, six Santa wind-ups, and six Santa yo-yo's. Prices range from $1.20 to $1.32 per capsule, depending on the order. For more information, call HMS Monaco, (800) 777-0901 or (212) 691-9000.

Nancy Sales Co. presents a line of plush **Miniature Christmas Stockings** in two styles: item #31313, nine inches long with appealing animals peeking over the top; and item #31309, wider but also nine inches long, with animal faces on the front.

Both styles feature a mouse, bear, and reindeer, all with a ribbon hook for display. Perched atop a special Christmas gift, they would bring extra holiday joy. Pricing is by the dozen and case. For more information, call Nancy Sales Co., (800) 626-2947 or (617) 884-1700.

Best Mfg. Co. offers **Jumbo Plush Pre-Paks** with one of the most colorful assortments found anywhere. During the company's promotional sale, the toys are priced at $1.75 each, 75 per box.

In the assortment are: Sitting Dog (14 inches) in yellow, green, pink, and burgundy; Standing Bear (12 inches) in all red with colorful arms and ears; Sitting Bear (11 inches) with white face and purple body; Lying Dog (13 inches) in orange, white, green, and purple; Striped Tiger (11.5 inches) in orange, yellow, and blue; Playful Monkey (13 inches) in green and orange; and Dinosaur (13 inches) in royal blue and burgundy. For more information, call Best Mfg. Co., (414) 547-5051. ☐

TAITO

TAITO AMERICA CORPORATION

STATEMENT OF POLICY

Illegal Operator Use of "Double Dragon" and Other "Grey Market" or "Parallel" Printed Circuit Boards

The Fourth District Court of Appeals, in a unanimous decision, recently upheld Taito America Corporation's contention that publicly operating imported "grey market" or "parallel" printed circuit boards in video arcade games without our permission constitutes a clear violation of the company's rights under the federal Copyright Act.

This ruling specifically applies to our litigation with Red Baron Franklin Park, Inc. and Fun Factories of Ohio, an operator of Taito arcade games, over the continued use of parallel "Double Dragon" printed circuit boards for profit. However, both Taito and our legal advisors believe that this case has broad ramifications for the entire industry.

Taito is satisfied with the Court's ruling and considers the case a closed matter. Our focus now is to extract remaining parallel "Double Dragon" printed circuit boards from the marketplace. To that end, our policy, effective September 1, 1989, is to give any operators now using these illegal boards 90 days to remove them from their route(s).

To prevent further compromising of Taito's performance rights, the company recently named Peter O'Neill Director of Intellectual Security. Mr. O'Neill, a former Federal Bureau of Investigation agent, will be working independently of industry trade organizations in his efforts to protect and enforce our rights. He will also be supporting our attorneys in bringing decisive legal action against any and all violators. Under the Federal Copyright Act, an infringer may be liable for statutory damages of up to $100,000, or his or her actual profits, whichever is greater.

To dispel any confusion over identifying Taito (versus parallel) printed circuit boards, we will soon be bringing to market products that indentify in the Attract mode the country each game was designed to be performed in. This change will serve as a constant reminder to both the player and operator that they are using an authorized Taito arcade game.

It is important to note that whenever an operator purchases an official Taito printed circuit board from an authorized distributor, he or she is also getting the performance license that goes with that game at no additional charge.

On behalf of Taito America, our parent Taito Corporation, and our european affiliates, we would like to thank our operators, distributors, colleagues and vendors for their continued support as we move to end the confusion and bring an end to this unfortunate episode.

660 S. WHEELING ROAD WHEELING, ILLINOIS 60090 USA (312) 520-9370

READER'S RESPONSE

OPERATORS: This column is devoted to you. It is your chance to have your voice heard on the state of the industry. We welcome all complaints, compliments, and comments. We will print your letters as received, when possible. We would appreciate it if you would refrain from sending a scathing letter about a specific manufacturer. Instead, we would like your general observations on the industry. Your name will not be used if you so request. Take a few moments to share your thoughts with the rest of the coin-operated entertainment industry. There is a self-addressed sheet waiting for you to fill out and return to us.

Coin chutes

In Technical Topics (April 1989), Mark Gavett writes about two coin chutes in each game because neither one is reliable enough. The best answer I have found to this problem is to insist that manufacturers and/or distributors supply only Coin Acceptors, Inc.'s metal acceptor #563-20. This unit has a very good acceptance rate.

I think Mark should rethink Figure 5 (110 cabinet wiring). The lamp and maybe the fan might be safer on the isolated side of the transformer. If the transformer is only in the circuit to protect the customer/serviceman from possible fatal shock, why not protect the whole game?

Millbrae, Calif.

Better coin doors

Cash box doors and locks must be improved! Kids opened a cash box door on a new *Hard Drivin'* game on the second day it was on location. A $7,000 game with a 10-cent coin door is pure ''BS.''

A concerned operator

Problems in New Jersey

In reference to your article ''Problems simmering for New Jersey'' (August 1989), you discuss Louis Perosi Jr.'s problems with Birthday Party Express Arcade. Mr. Perosi talks about opposition from Butler township officials and how he will fight back and not throw in the towel.

What Mr. Perosi did not mention is that a few months back he tried to sell his arcade through a local business broker. This broker advertised and I responded. After waiting a few weeks I received financial statements, etc. I made an offer and it was rejected. That was fine; I did not pursue the matter.

My point in writing you this letter is to show that Mr. Perosi never confessed the problems he was having with the township. I personally went to the town hall and was not informed about any arcade problems. Mr. Perosi complains bitterly in the article about how unfair the political situation is in Butler and how the ordinance being pushed by the mayor would've put him out of business. However, he has no qualms about trying to sell off his problems to another unsuspecting operator. He blames his landlord, the former owner of the arcade, the mayor and town council for all of his current problems. Maybe he should include himself as to why arcades and their owners have bad reputations. I was very happy that the article in your magazine showed me the truth about what was really going on. Please print this letter. I think it will help other in the industry.

Wildwood, New Jersey

High kit prices?

How about an inexpensive dollar-bill validator for operators to use on videos and pins? Also, kit prices are ridiculous. The cost of manufacturing has not increased by the percentage of kit cost increases. Is it possible that the kit manufacturers are now ''executive heavy?'' Have the increases gone to spin the thread for more ''golden parachutes?''

Name and address withheld

Keep 'em moving

I think the AMOA Expos should be held in a new city each year, instead of having them in Chicago year after year. How about New Orleans again, or Baltimore, Boston, New York City, Atlantic City, San Francisco, or Seattle?

I'm thrilled that the show was in Las Vegas this year. We're getting tired of Chicago. In fact, we took six people to Las Vegas, but we won't to Chicago. □

Oklahoma City, Okla.

AND NOW . . .
A WORD FROM OUR READERS!!!

An operator challenged us to provide space and invite everyone in the coin machine business to write about what is right, wrong, or can be corrected within the industry. OK, here's the space. Now it's up to all of you to fill it with comments on the industry. We will not print your name if you so request, but we will print your comments just as you have them. The operator suggested running the page for three issues, but we will leave it indefinitely if you continue to send your opinions.

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RANDY FROMM'S

ARCADE

SCHOOLS

THE ORIGINAL!

ACCEPT NO SUBSTITUTIONS!

VIDEOTAPE TRAINING SERIES

Program #1 Basic Electronics — Approximately 30 minutes — $29.95

An introduction to basic electronics as it relates to electronic games. No heavy math or theory . . . Just a commonsense look at electronics and electronic terminology.

Program #2 Semiconductors — Approximately 30 minutes — $29.95

Semiconductors are electronic components like diodes and transistors. Many of the failures we encounter in electronic games can be traced to a semiconductor failure. This program covers the semiconductor components that are found in videogames and pinball machines. Topics include identification, testing and obtaining replacement components. This lesson is a **MUST** for the novice technician.

Program #3 Power Supplies Parts 1 & 2 — Approximately 60 minutes — $49.95

Power supplies are easy to understand and to repair. This two part lesson covers both power supplies and voltage regulator circuits in great detail. This program is a recommended prerequesite for those wishing to learn to repair videogame monitors as many monitor problems can be traced to failures in the monitor's power supply.

Program #4 Raster Scan Monitors — Approximately 60 minutes — $49.95

The popularity of conversion kits in today's operations means that videogame monitors must be kept operating longer than ever before. This lesson detajls the operation of monitors and outlines many of the common problems you can expect to encounter. Monitor safety is also covered in this lesson.

Program #5 The Digital Multimeter — Approximately 30 minutes — $29.95

The DMM is the single most important piece of test equipment you can use on your route. This lesson shows you how to use the DMM to make all of the tests and measurements necessary for repairing games. I believe this is the single most important program in the videotape training series.

Please send me the following tapes:

☐ Program #1
☐ Program #2
☐ Program #3
☐ Program #4
☐ Program #5

☐ I am enclosing payment in full.

☐ Please send **C.O.D.**

Please make checks payable to:
Randy Fromm

Name:____________________ **Address:**____________________

City:____________________ **State:**____________ **Zip:**____________

Randy Fromm's Arcade Schools • 7960 Culowee Street • La Mesa, California 92041 • (619) 697-4035

Street Smart

SNK takes players on an adventure through the streets of eight major U. S. cities in its newest two-player video, *Street Smart*.

A cooperative/interactive game with player buy-in/continuation, *Street Smart* challenges players to battle a variety of opponents as they vie for the championship title in street fighting.

In the two-player format, the players defeat different enemies, such as Slippery Sam Santana, and then compete in a grudge match against each other. The winner of this contest receives extra stamina and both players advance to the next city and more street action. The heroes must use their wits, cunning, and "street smarts" to overcome challengers.

Controls include eight-way joysticks and three buttons. The game is being produced as a dedicated 19-inch monitor model at 3-KOAM in Fremont, Calif.

For more information, or distributor referral, write SNK Corp. of America, 246 Sobrante Way, Sunnyvale, CA 94086; (408) 736-8844.

STREET SMART

MONDAY NIGHT abc FOOTBALL
DATA EAST
MONDAY NIGHT FOOTBALL

ABC'S Monday Night Football

The football season is in full swing, and Data East Pinball is ready with its new pin game, *ABC'S Monday Night Football*. It's just in time for the 20th anniversary of the talk/action football broadcast that has become a staple for TV viewers.

ABC Sports has worked closely with the Data East Pinball team to capture the essence of the sports program, including details like miniature goalposts that rise from the gameboard with Frank Gifford calling the extra point.

Listen for a special rendition of the Hank Williams, Jr. hit song, "All My Rowdy Friends," on the soundtrack. A favorite of the TV program staff, it will be a part of every broadcast.

High-tech features abound in the game along with digitized sound effects and high-scoring shots. The instant recognition of the game's title is a definite plus.

For more information, or distributor referral, write Data East Pinball, 1850 Little Orchard St., San Jose, CA 95125; (408) 286-7080.

E.S.W.A.T.

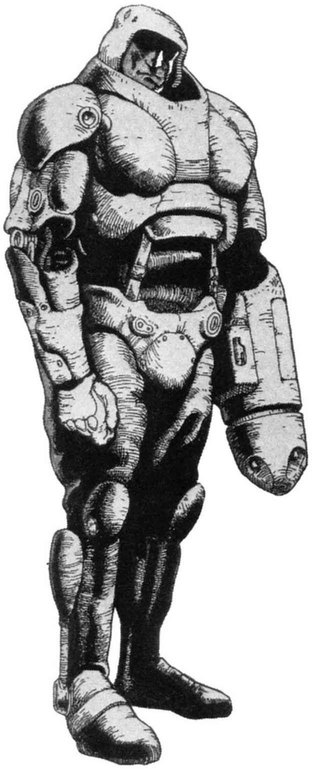
Urban crime is the target of a specially-trained force in the new video kit from Sega: *E.S.W.A.T.* (Especial Weapons and Tactics).

As members of this force, players travel through 15 stages structured in two parts. Part I consists of one round with three stages. Here, the player is a rookie on the Liberty City Police Force charged with a mission to arrest three major street gang leaders. When this task is accomplished, the player joins the high police ranks.

Part II has four rounds of three stages each. As an officer in hi-tech armor, the player enters the off limits zone to complete a series of four missions that end in reaching international crime syndicate headquarters.

Controls include an eight-way joystick and three buttons for fire, rapid fire machine gun, and jump. The game is for one or two players.

For more information, or distributor referral, write Sega Enterprises Inc. USA, 2149 Paragon Drive, San Jose, CA 95161; (408) 435-0201.



Cyberball 2072

Atari Games introduces a new and improved version of its successful arcade game, *Cyberball*, with *Cyberball 2072*.

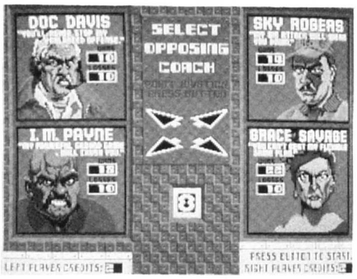
Available as both a one-screen, two-player and two-screen, four-player game, it includes a number of new features, from a special challenge game to enhanced robot buy to computer coach. New teams, more plays, new robots, and simplified play for beginners are all to be found in *Cyberball 2072*.

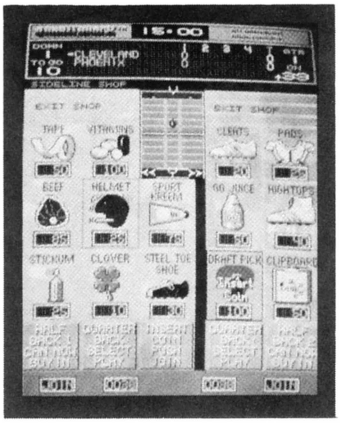
The new team roster includes two fresh faces: the Power Back player, a super halfback capable of throwing the option pass; and the Outside Linebacker, a strong pass defender. The end-of-game stats list statistical performances in various categories.

The development of the one-screen version is the direct result of requests from street operators. The enhanced two-screen version will satisfy the game's current following of competitive players.

For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3700.

CYBERBALL
2072


DOC DAVIS
SELECT OPPOSING COACH
SKY ROGERS
I. M. PAYNE
GRACE SAVAGE
PRESS BUTTON TO START
LEFT PLAYERS CREDITS:
RIGHT PLAYERS CREDITS:


15:00
DOWN
1
CLEVELAND
PHOENIX
TO GO
10
SIDELINE SHOP
EXIT SHOP
TAPE
VITAMINS
CLEATS
PADS
BEEF
HELMET
SPORT KREEM
GO JUICE
HIGHTOPS
STICKUM
CLOVER
STEEL TOE SHOE
DRAFT PICK
CLIPBOARD
JOIN
JOIN

All American Quarterback

Leland Corp. has taken all the shotguns, blitzes, on-side kicks, bombs, and reverses that made *Quarterback* and *Team Quarterback* successful and added new features in its *All American Quarterback*.

Street operators will applaud the new game's narrow cabinet (74 inches high by 26 inches wide by 39 inches deep) that accommodates up to four players.

Players can look for unexpected fumbles, fake points, pileups, and more challenging tackling in this game, along with a new scoreboard that moves out of the way to reveal downfield receivers. There's also a Sideline Shop where players can trade clock time for such athletic talent as faster running or stronger teammates.

Players choose either a pro or college ball team in authentic team colors. The computer is a tougher, more formidable opponent in this gridiron battle.

For more information, write Leland Corp., 1841 Friendship Drive, El Cajon, CA 92020; (619) 562-9468.

Super Masters

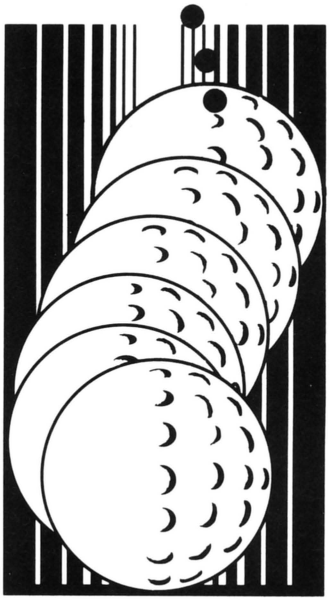
Sega debuts a tournament golf video, *Super Masters*, that features a newly-designed upright cabinet with 26-inch medium resolution monitor and special control panel with a club-shaped lever.

Super Masters utilizes the Sega System 24 Board that provides ultra-authentic graphics. A 3-D technique moves the background horizontally in a manner that matches the direction of the shot.

Players choose the desired wood or iron by pushing the Club Selection button, the direction with Direction buttons, and position with the Stance button. After all adjustments are made, players hit the ball by using the club-shaped lever.

Challenges abound as players face uneven surfaces, inclines, and cup position changes. Players receive one hole per credit; shooting under par gives an extra hole. The game is for one- and two-player competition.

For more information, or distributor referral, write Sega Enterprises Inc. USA, 2149 Paragon Drive, San Jose, CA 95161; (408) 435-0201.



Bone Busters

Premier Technology launches its newest Gottlieb pinball, *Bone Busters*, a tongue-in-cheek game with a playfield filled with Chicago landmarks such as the Water Tower and Buckingham Fountain.

A two-, three-, or four-ball multiball game, *Bone Busters* features a new lightbox design with reinforced cabinet to lightbox hinge. The new thumbscrew lightbox mounting bolts eliminate the need for ratchets and wrenches.

An advanced flipper design includes a new bat shape and a new lighter flipper assembly. There's also tungsten end-of-stroke switches to eliminate pitting and corrosion of contacts. A die-cast plunger assembly completes the technical package.

Players will enjoy the five bank drop targets that give various awards. As a special feature, when the left eye of the skull on the playfield is lit, a captive ball in the left hand corner hits a spot target for the jackpot.

For more information, or distributor referral, write Premier Technology, 759 Industrial Drive, Bensenville, IL 60106; (312) 350-0400.

BONE BUSTERS
BONE BUSTERS

WHEEL OF FORTUNE
WHEEL OF FORTUNE
Game Tek
WHEEL OF FORTUNE

Wheel of Fortune

GameTek brings a popular TV game show to the video screen with *Wheel of Fortune*, the official coin-op version of this puzzle-solving exercise.

Weekly "Wheel Watchers" number in the millions. The game has been translated to board games and home video games with much success.

The coin-op version plays just like the TV show and comes in three formats: upright, countertop, and cocktail. Conversion kits are available, complete with easily-recognizable "Wheel" graphics.

The game is easy to understand, appeals to all age levels, and naturally generates repeat play.

For more information, or distributor referral, write GameTek, 2999 N.E. 191st St., N. Miami Beach, FL 33180; (305) 935-3995.

Golden Tee Golf

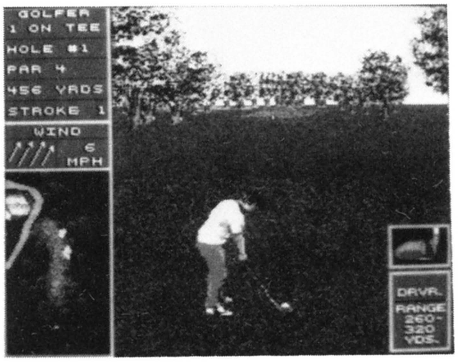
Strata introduces a 3-D golfing simulator video with *Golden Tee Golf*, available as a kit for horizontal monitors.

Golden Tee Golf is the brainchild of the same group that developed *Capcom Bowling*. This time the sport is golf; up to four players compete on 18 holes at one of three challenging country club courses.

The game uses a trackball controller to simulate the swing of a golf club along the full golf path, from smooth back stroke through powerful forward swing. A realistic golfer on the screen mimics the movements of the player.

The game compiles a wide variety of player statistics and adds names to the Hall of Fame list for "longest drives" and "closest to the pin." Golfers and non-golfers will appreciate the 3-D graphics and quickly understand the object of the game.

For more information, write Strata Corp., 709 W. Algonquin Road, Arlington Heights, IL 60005; (312) 437-2704.



Night Striker

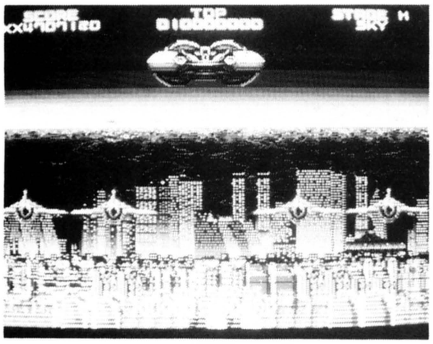
Taito takes the elements of a kidnapped laser scientist, global destruction, and a special service agency of the United Nations, and puts them together in a one-player shooting/driving dedicated video, *Night Striker*.

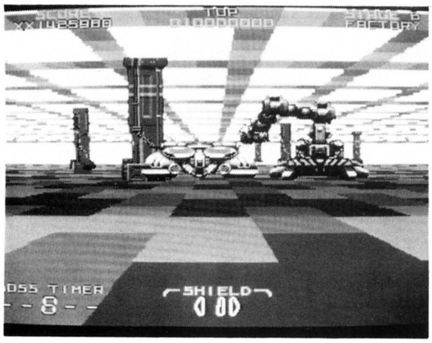
Players take the controls of an AV 2000, a technologically-advanced vehicle used for urban combat by the Night Striker elite division of the United Nations, and embark on a journey through futuristic cities in the year 2009.

Night Strikers must locate kidnapped Dr. Lindbery Masca, a world authority on laser science, and prevent annihilation of the earth by the evil forces who hold him in their grasp. The search takes them to factories, cities, suburbs, ancient temples, canals, and even the skies and open sea.

The game cabinet is constructed of three-quarter-inch plywood and MDF, a strong high-density material. A durable vacu-form shell covers the whole unit and gives it a streamlined look.

For more information, or distributor referral, write Taito America Corp., 660 S. Wheeling Road, Wheeling, IL 60090; (312) 520-9280.





Castle of Dragon, Championship Bowling

Romstar brings two more kits to the video arena with *Castle of Dragon*, a two-player horizontal conversion, and *Championship Bowling*, a four-player vertical conversion.

In *Castle of Dragon*, the evil dragon Zuriv has captured the Princess of Wenlary Kingdom. Two young and brave knights, Duke and Narda, must defeat the dragon and save the princess.

Buttons for attack, jump, and shield are available to players, who can gain secret power by pressing all three.

When a two-player game is started, there is a practice fight and the winner gains a free life. There are also special items and bonuses hidden in ordinary objects, and a key to be gained before moving onto the next stage. If a friend joins in the battle, the players must fight each other for the hand of the princess at the finale.

Championship Bowling depicts a ten-frame bowling match in which players can choose the characters they wish to be on the screen. The game has a self-test mode built into the program to monitor video and color adjustments, control checks, music and animation checks, game adjustments, and accounting data.

Among the adjustments available are: trackball speed, coin/credit setting, timing before throwing a ball, game difficulty, high- score reset, initialized CPU Ram, and adjustments for medal award.

For more information, or distributor referral, write Romstar Inc., 22857 Lockness Ave., Torrance, CA 90501; (213) 539-2744.

Super Champion Baseball

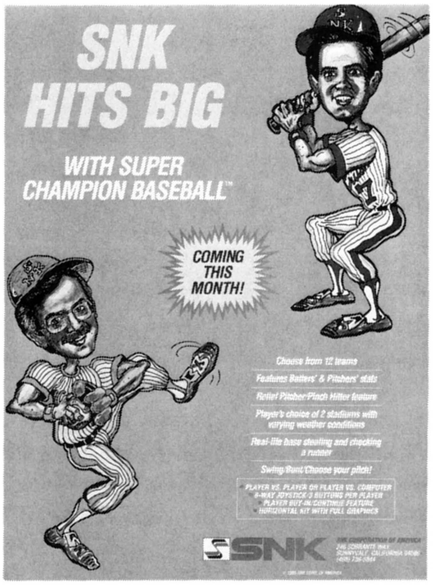
SNK steps up to the mound with a new baseball-themed video, *Super Champion Baseball*, that give players the chance to choose from among 12 teams.

Special features include batters' and pitchers' stats and a relief pitcher and pinch hitter. Players may choose from one of two stadiums for game play, each with varying weather conditions. Players can swing, bunt, and choose their pitch. Real-life base-stealing is part of the game's action.

Super Champion Baseball is a horizontal kit designed for two players to compete against each other or one player to match brains with the computer.

Controls include an eight-way joystick and three buttons per player. A buy-in/continuation feature allows players to move forward in the game without starting over.

For more information, or distributor referral, write SNK Corp. of America, 246 Sobrante Way, Sunnyvale, CA 94086; (408) 736-8844.



Choose from 12 teams

Features Batters' & Pitchers' stats

Relief Pitcher/Pinch Hitter feature

Player's choice of 2 stadiums with varying weather conditions

Real-life base stealing and checking a runner

Swing/Bunt/Choose your pitch!

- PLAYER VS. PLAYER OR PLAYER VS. COMPUTER
- 8-WAY JOYSTICK/3 BUTTONS PER PLAYER
- PLAYER BUY-IN/CONTINUE FEATURE
- HORIZONTAL KIT WITH FULL GRAPHICS

SNK CORPORATION OF AMERICA
246 SOBRANTE WAY
SUNNYVALE, CALIFORNIA 94086
(408) 736-8844

© 1989 SNK CORP. OF AMERICA

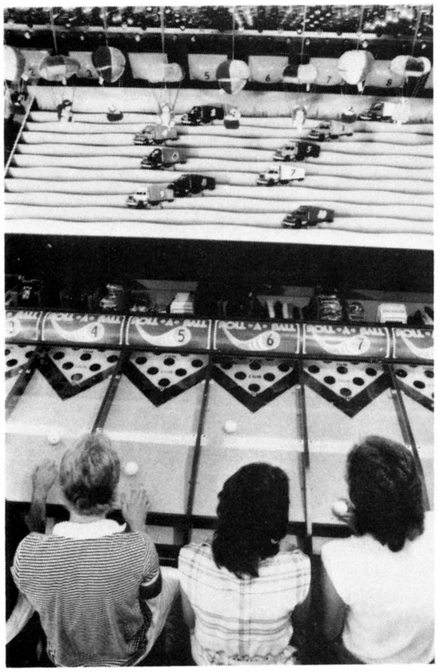
Roll-A-Ball Derby

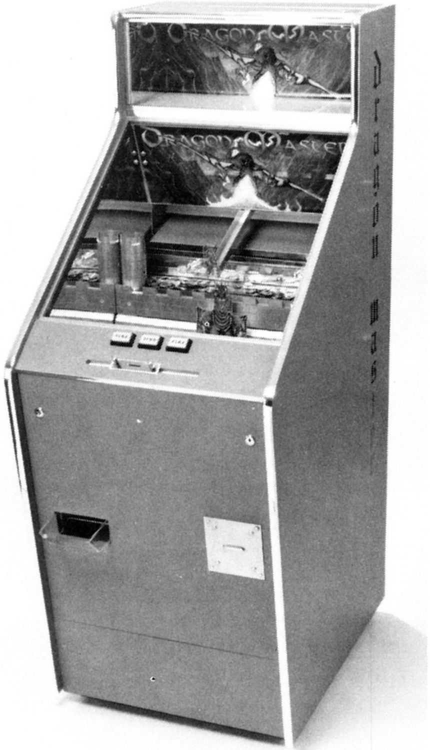
Bob's Space Racers adds another game to its extensive line of novelty equipment with *Roll-A-Ball Derby*. Players roll balls down a lane and into a series of holes that connect to cars moving rapidly across an elevated track.

Standard equipment includes player-counting systems, indicating lights, automatic winner lights and bell, and "mini-mac" sound effects. Among the options are an automatic power regulator, back-up system, parts kit, and custom themes tailored to a specific location.

Roll-A-Ball Derby comes in five different sizes: from ten to 18 player stations; trailer models and park models are available.

For more information, or distributor referral, write Bob's Space Racers Inc., 427 15th St., Daytona Beach, FL 32017; (904) 677-0761.





Dragon Master

Perceptive Resources has developed a new coin/token redemption game with *Dragon Master*, an innovative game of timing and skill that uses a Medieval theme.

A mythical scene appears on the playfield, complete with catapults, moat monster, and drawbridge. Players must shoot coins into the drawbridge to pass into the treasure chamber; bonus tickets are awarded for striking the moat monster.

Cabinet construction is plywood covered with formica for strength and durability. Interior components are attached with screws instead of staples. A slide-out circuit board and modular electronics mean ease in servicing.

Security is assured with tilt alarm, motion sensors, and locking coin access. All moving parts are heavy gauge steel, aluminum, or delrin.

For more information, or distributor referral, write Perceptive Resources Inc., Unit JJ, 2001 Cattlemen Road, Sarasota, FL 34232; (813) 379-9100 or 379-9200.

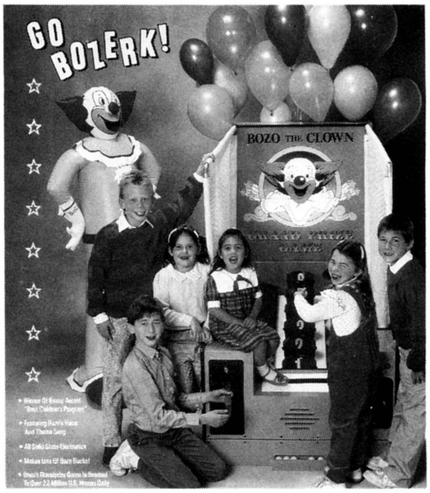
Bozo the Clown

Children will immediately identify with Bozo's Grand Prize Game, now available to coin-op as the *Bozo the Clown* redemption game from Yankee Game Technology. The game introduction coincides with Bozo's 50th anniversary.

Over 22 million homes in the United States receive the Bozo children's show on cable TV. The coin-op version of the game dispenses lightweight balls that are tossed into a series of six buckets with consecutive numbers on them. Tickets are earned as balls successfully land in each of the buckets.

Bozo the Clown features all solid-state electronics, ticket dispenser, and Bozo's voice and theme song. Cabinet dimensions are 39.25 inches wide by 90.50 inches long by 60 inches high.

For more information, or distributor referral, write Yankee Game Technology, 2122 N. Western Ave., Chicago IL 60647; (312) 276-5005.



Country Classic, Star Cruiser

Carson City Mfg., the company known for the inventive phonograph set in a '57 T-Bird tailsection, debuts two new models with equally appealing cabinetry: a '48 Chevy pickup truck and a cabin cruiser.

The pickup is the *Country Classic* and comes speakered all around (speakers are mounted in base, front, and back) for full sound appreciation and ease in location placement. It quickly becomes the center of attraction on a dance floor, and is well-suited for country western locations and truck stops.

The unit has air horns and lights and is a "dirt road" green color. It is fitted with an NSM 300-plus selection combination system for 80 45s and 10 CDs. Location personalization is possible with a back-lit license plate.

A vintage mahogany and white *Star Cruiser* is the second new theme box, also fitted with an NSM 300-selection 45/CD combination phonograph. Nautically-themed restaurants and taverns are perfect locations for this model.

Both units come with $1/$5 bill acceptors. Both are suitable for locations that would benefit from the nostalgic looks on the outside but require the sophisticated mechanics on the inside. Today's audience, which revels in nostalgia, still expects state-of-the art technology.

For more information, contact your NSM distributor or write Carson City Mfg., 8576 Highway 101, Shakopee, MN 55379; (612) 445-4500.

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Star Cruiser

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Breath/Alcohol Tester

Amavend introduces a talking, computerized *Breath/Alcohol Tester* (Patriot Industries Model #5000) that accurately indicates alcohol levels.

Vocal instructions direct the customer and results are given back vocally. The unit has a heavy-duty steel cabinet with unbreakable front panel, reliable electronic components, and computerized power supply.

Features include built-in calibration, a metal coin box that holds up to $400 in quarters, and a one-year warranty under normal usage. Dimensions are 12 inches wide by 12 inches deep by 20 inches high; weight is 20 pounds in the carton. Two different stands are available for the unit, or it may be used as a countertop.

For more information, write Amavend Vending Systems, Suite A, 750 W. Cleveland Ave., P.O. Box 24, Fayetteville, AR 72702; (501) 443-6791.

Police Force

Williams Electronics proves it really is "a jungle out there" with its newest pinball, *Police Force*, which brings to life a cast of nefarious animal characters such as Machine Gun Croc, Loan Shark, Drug Rat, and Diamond Weasel (all depicted as real animals).

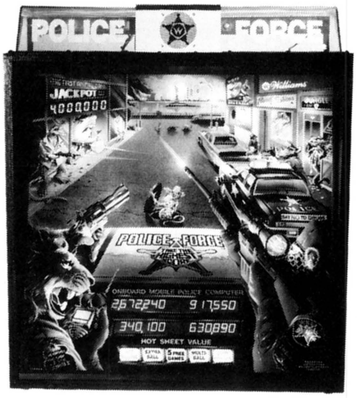
The game features a moving police car that provides effective multiball action. Once loaded, the squad car leaves police headquarters and moves down a track to release locked balls back onto the playfield.

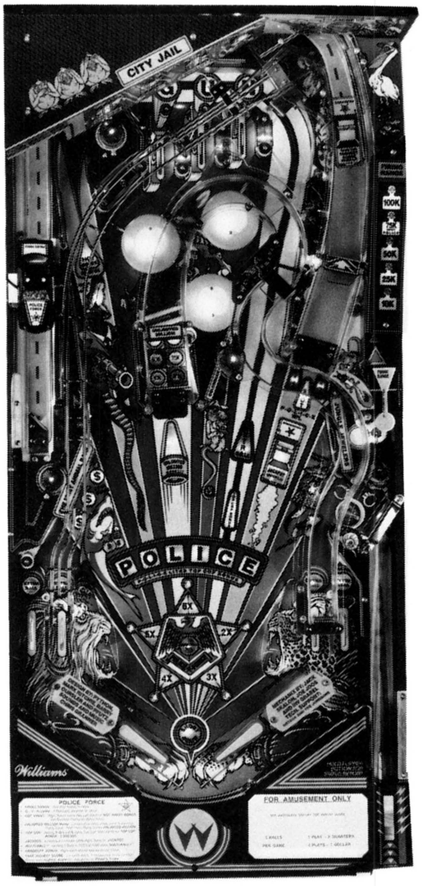
Another new feature, Take Highest Score, gives players a chance to take the highest player's score in a multi-player game (or a single player can double his/her own score) by making two consecutive ramp shots on the last ball in play.

There's also an Unlimited Million shot. This offers a challenge on the center ramp that progressively increases in value to a potential of unlimited million point scoring. A special Hot Sheet Bonus awards players with everything from increased scoring values to instant multi-ball play, extra ball, or an incredible five free games!

For service made easy, all major solenoid assemblies are removable with plug-in ease. Williams' exclusive Test Report pinpoints any switch malfunctions and informs the operator of any problems through the displays. Patented parallel-wound, coil-winding techniques make the flippers very dependable.

For more information, or distributor referral, write Williams Electronics Games, Inc., 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240.





Willow

Characters from the hit movie "Willow" come to the video screen in Capcom's newest game using the company's CPS super chip.

Willow is an action-packed, role-playing adventure that changes from one stage to the next as players alternate between being Willow, the courageous dwarf who grows in magical power, and Madmartigan, the fearless warrior who wields the mightiest of swords.

Changing roles and tactics on each new level by changing characters gives players a varied gameplay that always stays fresh. The player can choose various magical spells for Willow, or increased firepower for Madmartigan, by simply holding the fire button longer. Both the magic and firepower can be bought in The Shop with gold collected along the way.

Players who saw the original movie will remember the sincere and warmhearted Willow, contrasted with the devious and uncaring Madmartigan. The two become friends as Madmartigan softens and champions Willow's cause.

As with all the CPS games released in the past, Capcom guarantees a $500 trade-in on *Willow* PC boards up to 18 months from purchase.

For more information, or distributor referral, write Capcom USA Inc., 3303 Scott Blvd., Santa Clara, CA 95054; (408) 727-0400. ☐

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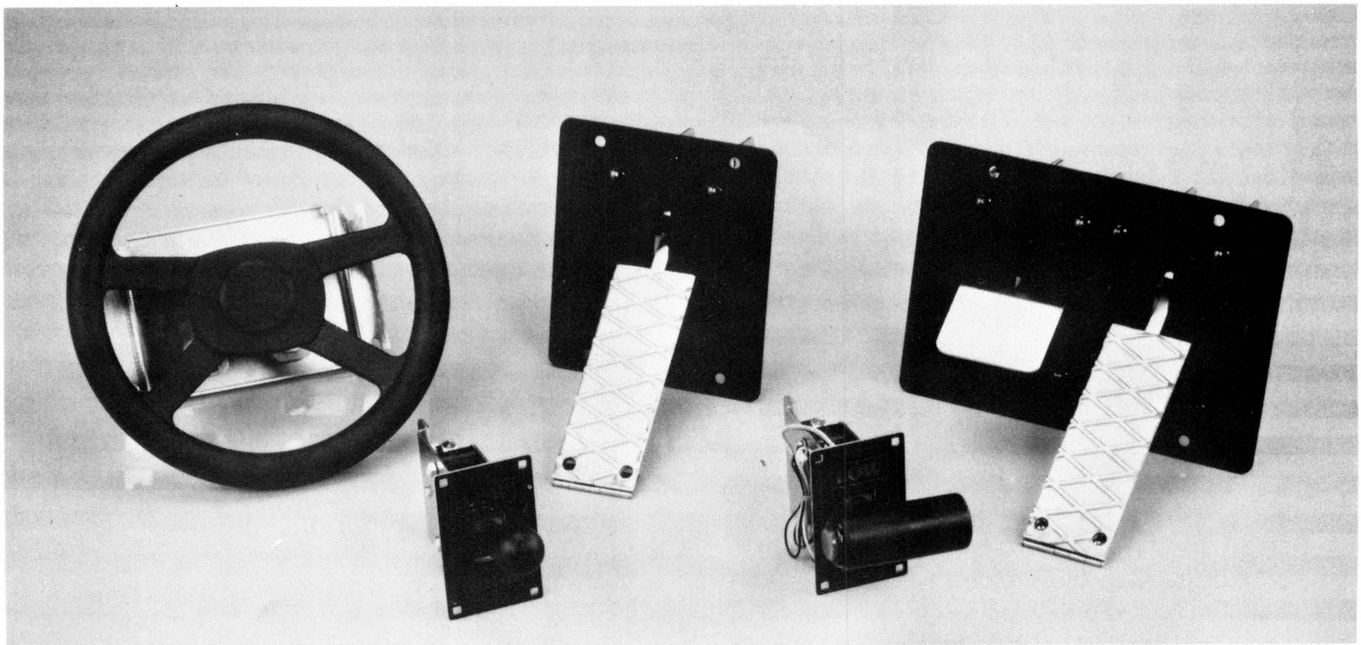


Driving controls

Happ Controls Inc., well-known as a manufacturer of joystick and various other controls, has expanded its line of driving controls. They feature roller-bearing construction, optical control, and standard mounting. Model #50-8030-00 steering wheel turns 360 degrees, while #50-8033-00 steering wheel with stop turns 270 degrees.

Other Happ driving controls include a single- and double-pedal type. Both feature steel construction and micro or potentiometer control. Also, there are two speed shifts available. The ''speed shift'' has the knob molded onto the steel shaft, along with a microswitch operation. The ''turbo speed shifter'' features a high/low speed shift with the microswitch in the handle, actuated by a large diameter pushbutton to allow for the turbo feature.

For a free 16-page O.E.M. Happ catalog, contact Happ Controls Inc., 106 Garlisch, Elk Grove Village, IL 60007; (312) 593-6130.

Tool kit

Jensen Tools introduces a tough, no-frills kind of tool kit, one that's designed to perform a wide range of electrical, electronic, and mechanical tasks. The JTK-14 Electrical/Electronic Service Kit features a rugged, vulcanized fiber case with double-stitched, heavy-duty canvas pallets and a comprehensive selection of over 60 quality tools.

Included in the tool selection are screwdrivers, nutdrivers, ignition wrenches, hex keys, six pair of pliers, penlight, electrician's knife, scissors, ball pen hammer, mini-hacksaw, soldering iron, and many additional items. The complete tool selection is detailed in a new 128-page catalog offered free by Jensen. (The JTK-14 is also available in a case constructed of polytheylene and with or without a selection of optional accessories.)

For more information and a free catalog, write Jensen Tools Inc., 7815 S. 46th St., Phoenix, AZ 85044; (602) 968-6231.

Adhesive systems

Master Bonds's UV15-7 adhesive system effects high-performance bonds in less than five seconds. The use of this one-compound curable adhesive, for example, completely eliminates polycarbonate stress cracking problems. It can be stored for more than six months at ambient temperatures—even in the original closed containers.

The company also has Master Bond UV10, another curable, one-component adhesive. This system successfully bonds a blood filter to a polycarbonate housing in as little as eight seconds by exposing the assembly to UV light. The unique adhesive compound has been found to offer durable performance in a fraction of the time previously required for a two-component epoxy.

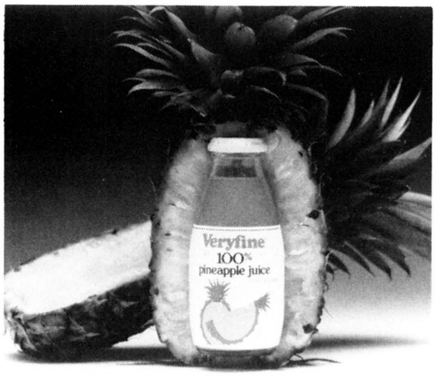
For more information on these and other products, contact Master Bond Inc., 154 Hobart St., Hackensack, NJ 07601; (201) 343-8983.

Play Meter Magazine celebrates its 15th anniversary

Play Meter was the first magazine dedicated to serving the coin-op amusement industry 15 years ago.

PLAY METER is the only magazine you need. Each issue of **PLAY METER** gives you information on the latest equipment, industry trends, taxes, interviews, a monthly equipment poll, technical information, a classified section for buying and selling equipment, features and much more.

PLAY METER also co-sponsors American Coin Machine Expo being held in Chicago, March 9, 10 and 11, 1990. For show information, call William T. Glasgow, Inc. (312) 333-9292.

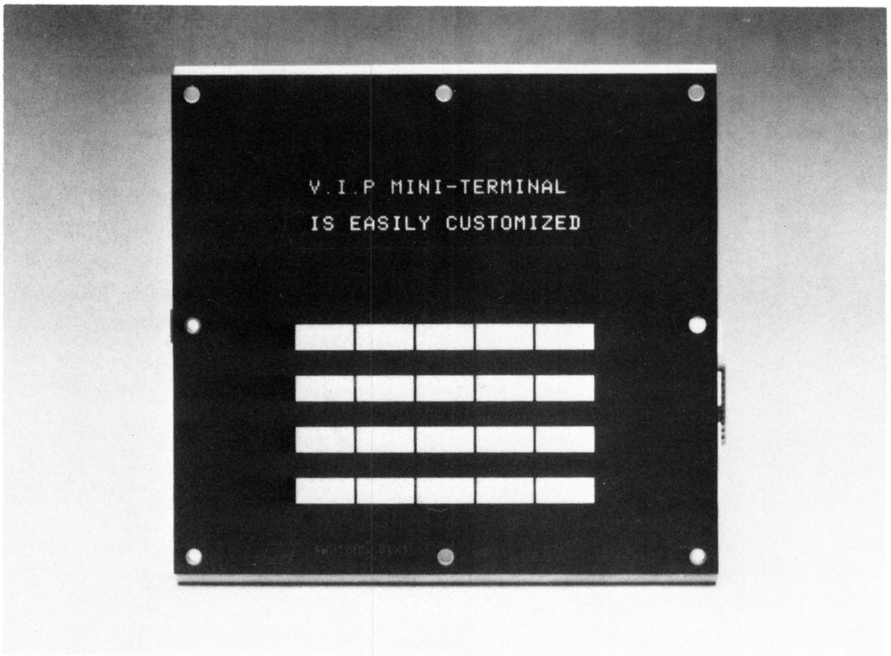


Fruit juice

Here's news for soft drink machine vendors: Veryfine Products Inc., makers of Veryfine fruit juices and drinks, has expanded its 10-ounce bottle juice family by adding 100 percent pineapple juice. Until now, Veryfine's pineapple juice has only been available in an 11.5-ounce can.

This comes on the heels of the company's recently-introduced flavor segment, Tropical Refreshers. The new line was launched with two flavors: guava strawberry and "passionfruit" orange. They're packaged in 10-ounce, plastishield bottles.

For more information, contact Louisa Attenborough at Veryfine Products Inc., (508) 486-3521, ext. 315; or Connie Navin, Cabot Public Relations, (617) 242-6381.



Mini-terminal

The Industrial Products Division of IEE has added to its family of mini-terminals with Model 390X-02. The new V.I.P. module combines a two-line by 20-character vacuum fluorescent display with a standard four-row by five-column metal dome keypad. This provides tactile feedback and features ESD shielding. The V.I.P. mini-terminal is ideal for use as a low-cost interface panel or terminal in interactive applications.

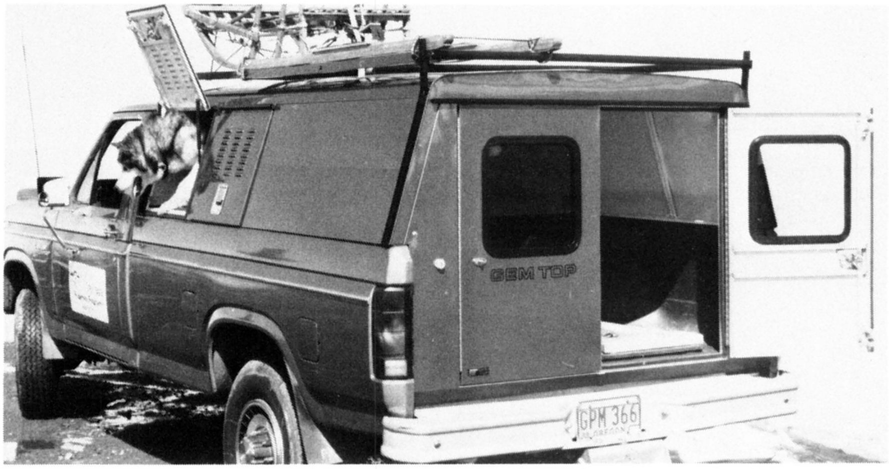
Custom switch legends can be applied directly to the slide-in plastic strips provided with the unit, which creates a finished appearance even during prototyping. The V.I.P. module can support flexibility in the number and location of switches, up to a maximum 8 x 8 array. The cost of the standard unit in 100s is $246; delivery is six to eight weeks.

For more information, contact IPD Sales, IEE, 7740 Lemona Ave., Van Nuys, CA 91409; (818) 787-0311, ext. 418.

K-9 top

GEM Top has added a new line to its "Work Master" series of steel pickup truck tops. The K-9 top is built of galvanized, rust-proof steel, while the roof of the top is insulated with polyurethane foam for temperature and condensation control.

The K-9 unit is available in two, four, or six compartments for a six- or seven-foot pickup bed length, or eight compartments for an eight-foot truck bed length. These tops leave the pickup bed free for equipment or cargo storage, and the addition of a cargo door is ideal for easy access. The K-9 top can be purchased with a single or double walk-in rear door or a lift-up rear door. Each compartment door has air vents and a steel paddle latch that allows them to be locked independent of the other doors.



The tops are custom-built to fit specific needs, so allow for six weeks time from order to delivery. For more information, contact Dan Willis, GEM Top Mfg. Inc., 8811 S.E. Herbert Court, Clackamas, OR 97015; (503) 659-3733.

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PLAY METER'S classified ads are sold by the column inch ($30 per column inch with a 1 inch minimum). Prepayment must accompany ad. You may pay by check, money order, Visa or Master Card. The deadline is one month before you want the ad to appear (example: August ad must be in by July 1). Send ad orders and payment to: PLAY METER Magazine, P.O. Box 24970, New Orleans, LA 70184; FAX 504-488-7083. For more information, contact Carol Lea LeBell (504) 488-7003.

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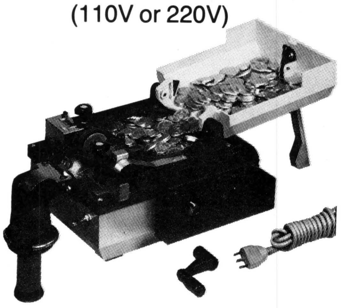

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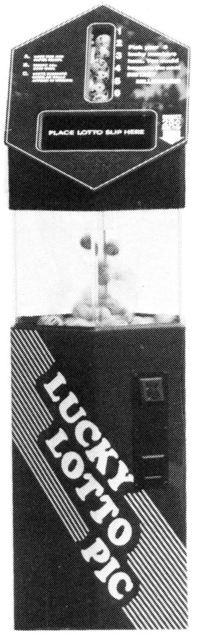

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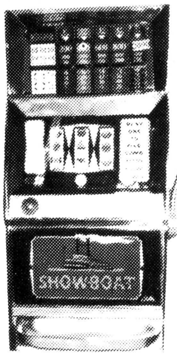

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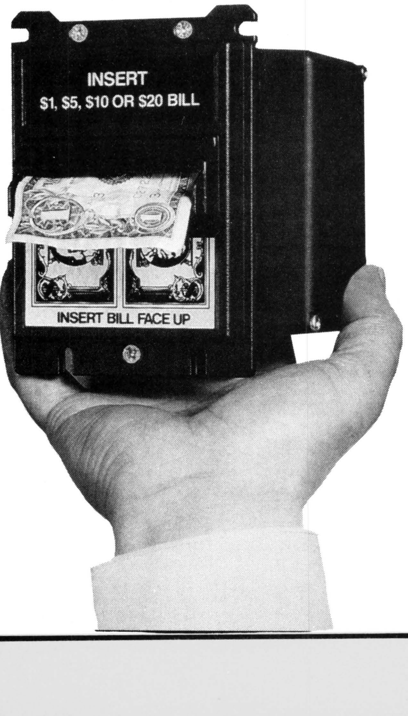

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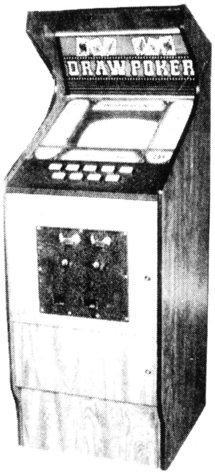

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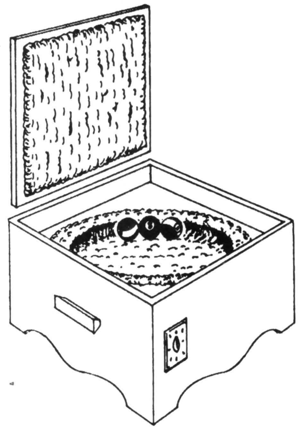

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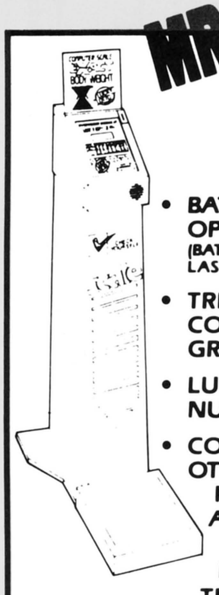

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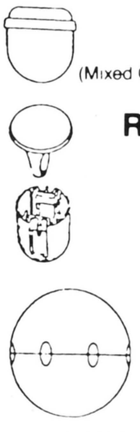

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We are pleased to offer a limited quantity of quality used factory kits. Every kit contains an original factory board, original factory graphics (with the exception of the substitution of a generic overlay), player controls, manual and wiring harness. These are *NOT* parallel boards. Each kit comes with our 30 day warranty.

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Ghost 'N Goblins (H)	**299**	Popeye (H)	**79**	Vanguard (V)	**49**
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Jr. Pacman (H)	**299**	Scramble (V)	**49**	Xenophobe (H)	**199**
Main Event (H)	**399**	Section Z (H)	**199**	Yie Ar Kung Fu (H)	**99**

**All boards include Pinout . . . Kit Pack—includes harness, graphics, joy sticks, buttons—only $60 with purchase of used board.
Quantities of all boards and used games limited.**

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OCTOBER 1989

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- HIGH EFFICIENCY
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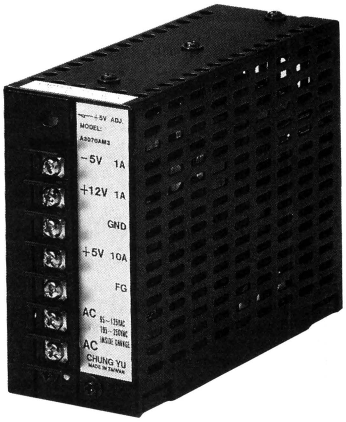
MODEL	AC IN	DC OUTPUT
A3055AM3	95~125V or 195~250V	5V7A/12V1A/−5V1A
A3070AM3		5V10A/12V1A/−5V1A
A3059AM3		5V7A/12VIA/−12VIA
A3074AM3		5V10A/12VIA/−12VIA

SIZE: 50(W)×100(H)×140(D) mm N.W.: 0.6 KG
1.97 ×3.94 ×5.51 inch 1.32LB

FLYBACK
IRON

7A

10A


+5V ADJ.
MODEL:
A3070AM3
−5V 1A
+12V 1A
GND
+5V 10A
FG
AC
AC
CHUNG YU
MADE IN TAIWAN

MODEL	AC IN	DC OUTPUT
A3055AJ3	95~125V or 195~250V	5V7A/12V1A/−5V1A
A3070AJ3		5V10A/12V1A/−5V1A
A3059AJ3		5V7A/12VIA/−12VIA
A3074AJ3		5V10A/12VIA/−12VIA

SIZE: 55(W)×106(H)×162(D) mm N.W.: 0.72 KG
2.17 ×4.17 ×6.38 inch 16LB

FLYBACK
ALUMINUM

7A

10A

+5V ADJ.
MODEL:
A3070AJ3
−5V 1A
+12V 1A
GND
+5V 10A
FG
AC
AC
CHUNG YU
MADE IN TAIWAN

MODEL	AC IN	DC OUTPUT
A3080AL3	95~125V or 195~250V	5V12A/12VIA/−5V1A
A3100AL3		5V15A/12V2A/−5V1A
A3120AL3		5V18A/12V2A/−5V1A

SIZE: 52(W)×124(H)×177(D) mm N.W.: 0.68 KG
2.05 ×4.88 ×6.97 inch 1.5LB

PWM
ALUMINUM

12A

15A

18A

+12V2A
−5V1A
GND
GND
+5V15A
FG
AC
AC
CHUNG YU
MADE IN TAIWAN
R.O.C.
MODEL: A3100AL3

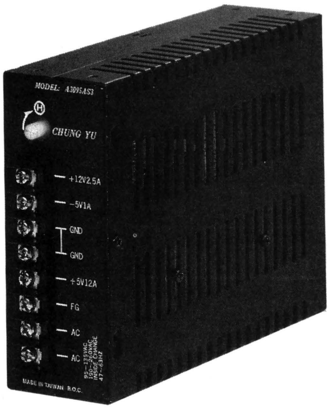
MODEL	AC IN	DC OUTPUT
A3095AS3	95~125V or 195~250V	5V 12A/12V 2.5A/−5VIA
A3100AS3		5V 15A/12V 2A/−5VIA

SIZE: 50(W)×125(H)×156(D) mm N.W.: 0.67 KG
2 ×4.90 ×6.15 inch 1.5LB

PWM
ALUMINUM

12A

15A


MODEL: A3095AS3
CHUNG YU
+12V2.5A
−5V1A
GND
GND
+5V12A
FG
AC
AC
MADE IN TAIWAN R.O.C.

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Pole Position II	1,250.00
Robotron	350.00
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Super Sprint	1,995.00
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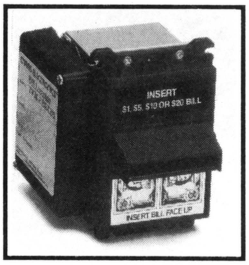

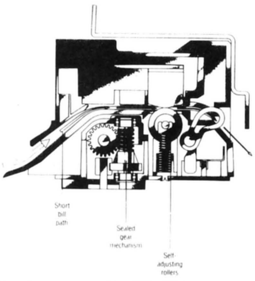

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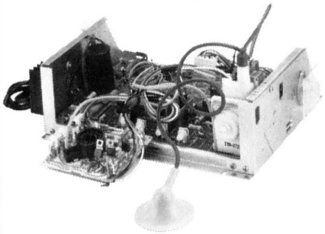

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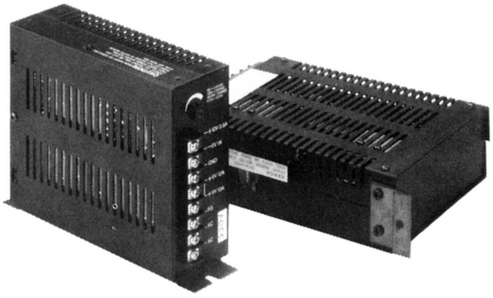

7A

12A

15A

SWITCHING POWER SUPPLY

MODEL	AC OUTPUT	DC OUTPUT
53020-1	AC 90-135V	+5/7A, −5/1A, +12/0.5A
53020-2	or	+5/12A, −5/1A, +12/2.5A
53020-3	AC 190-245V	+5/15A, −5/1A, +12/2.5A

1. Overload Protection
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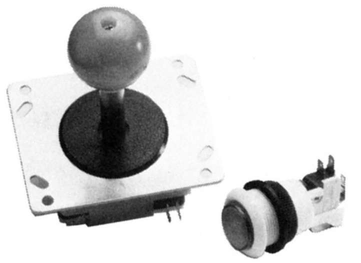

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5. Does Hilda have my collection reports ready for tomorrow?

Charles

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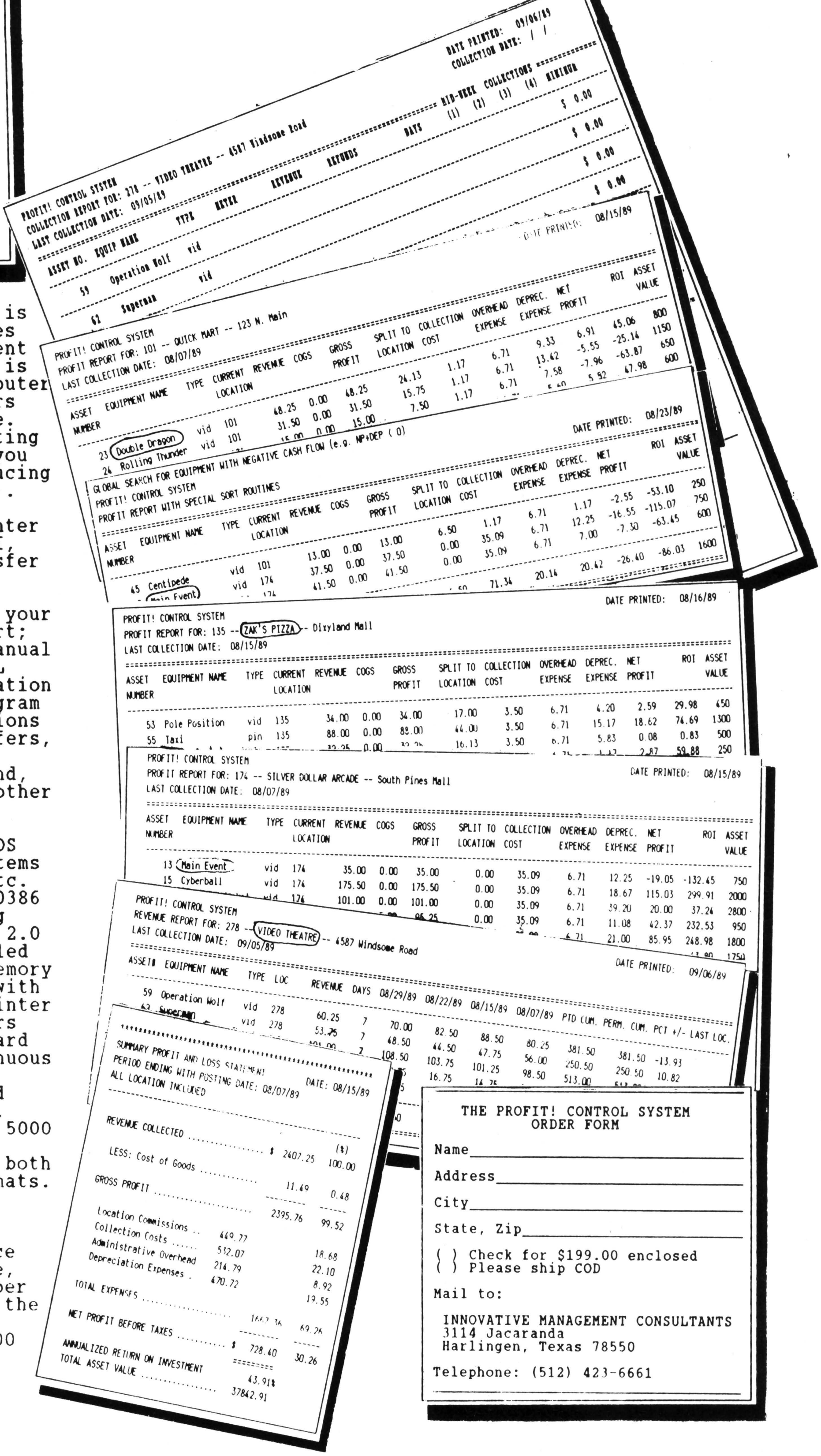

```
PROFIT! CONTROL SYSTEM                                                    DATE PRINTED:   09/06/89
COLLECTION REPORT FOR: 278 -- VIDEO THEATRE -- 4587 Windsome Road         COLLECTION DATE:  / /
LAST COLLECTION DATE:  09/05/89
=================================================================== MID-WEEK COLLECTIONS ==========
ASSET NO.  EQUIP NAME        TYPE     METER     REVENUE     REFUNDS     DAYS  (1)  (2)  (3)  (4)  MINIMUM
---------------------------------------------------------------------------------------------------
   59      Operation Wolf    vid                                                            $ 0.00
---------------------------------------------------------------------------------------------------
   62      Superman          vid                                                            $ 0.00
---------------------------------------------------------------------------------------------------
                                                                                            $ 0.00
                                                                                            $ 0.00
```

```
PROFIT! CONTROL SYSTEM                                                                   DATE PRINTED:   08/15/89
PROFIT REPORT FOR: 101 -- QUICK MART -- 123 N. Main
LAST COLLECTION DATE:  08/07/89
=================================================================================================================
ASSET   EQUIPMENT NAME    TYPE  CURRENT   REVENUE  COGS   GROSS   SPLIT TO  COLLECTION  OVERHEAD  DEPREC.  NET     ROI    ASSET
NUMBER                          LOCATION                  PROFIT  LOCATION  COST        EXPENSE   EXPENSE  PROFIT         VALUE
-----------------------------------------------------------------------------------------------------------------
   23 Double Dragon    vid   101        48.25    0.00   48.25    24.13     1.17        6.71      9.33     6.91   45.06   800
   24 Rolling Thunder  vid   101        31.50    0.00   31.50    15.75     1.17        6.71     13.42    -5.55  -25.14  1150
                                                 15.00              7.50     1.17        6.71      7.58    -7.96  -63.87   650
                                                                                                           5.52   47.98   600
```

```
GLOBAL SEARCH FOR EQUIPMENT WITH NEGATIVE CASH FLOW (e.g. NP+DEP ( 0)                    DATE PRINTED:   08/23/89
PROFIT! CONTROL SYSTEM
PROFIT REPORT WITH SPECIAL SORT ROUTINES
=================================================================================================================
ASSET   EQUIPMENT NAME    TYPE  CURRENT   REVENUE  COGS   GROSS   SPLIT TO  COLLECTION  OVERHEAD  DEPREC.  NET     ROI      ASSET
NUMBER                          LOCATION                  PROFIT  LOCATION  COST        EXPENSE   EXPENSE  PROFIT           VALUE
-----------------------------------------------------------------------------------------------------------------
   45 Centipede        vid   101        13.00    0.00   13.00     6.50     1.17        6.71      1.17    -2.55   -53.10    250
      Main Event       vid   174        37.50    0.00   37.50     0.00    35.09        6.71     12.25   -16.55  -115.07    750
                                        41.50    0.00   41.50     0.00    35.09        6.71      7.00    -7.30   -63.45    600
                                                                          71.34       20.14     20.62   -26.40   -86.03   1600
```

```
PROFIT! CONTROL SYSTEM                                                                   DATE PRINTED:   08/16/89
PROFIT REPORT FOR: 135 -- ZAK'S PIZZA -- Dixyland Mall
LAST COLLECTION DATE:  08/15/89
=================================================================================================================
ASSET   EQUIPMENT NAME    TYPE  CURRENT   REVENUE  COGS   GROSS   SPLIT TO  COLLECTION  OVERHEAD  DEPREC.  NET     ROI    ASSET
NUMBER                          LOCATION                  PROFIT  LOCATION  COST        EXPENSE   EXPENSE  PROFIT         VALUE
-----------------------------------------------------------------------------------------------------------------
   53 Pole Position    vid   135        34.00    0.00   34.00    17.00     3.50        6.71      4.20     2.59   29.98   650
   55 Taxi             pin   135        88.00    0.00   88.00    44.00     3.50        6.71     15.17    18.62   74.69  1300
                                                 0.00            16.13     3.50        6.71      5.83     0.08    0.83   500
                                                                                                          2.87   59.88   250
```

```
PROFIT! CONTROL SYSTEM                                                                   DATE PRINTED:   08/15/89
PROFIT REPORT FOR: 174 -- SILVER DOLLAR ARCADE -- South Pines Mall
LAST COLLECTION DATE:  08/07/89
=================================================================================================================
ASSET   EQUIPMENT NAME    TYPE  CURRENT   REVENUE  COGS   GROSS   SPLIT TO  COLLECTION  OVERHEAD  DEPREC.  NET      ROI     ASSET
NUMBER                          LOCATION                  PROFIT  LOCATION  COST        EXPENSE   EXPENSE  PROFIT           VALUE
-----------------------------------------------------------------------------------------------------------------
   13 Main Event       vid   174        35.00    0.00   35.00     0.00    35.09        6.71     12.25   -19.05  -132.45    750
   15 Cyberball        vid   174       175.50    0.00  175.50     0.00    35.09        6.71     18.67   115.03   299.91   2000
                       vid   174       101.00    0.00  101.00     0.00    35.09        6.71     39.20    20.00    37.24   2800
                                                         95.25    0.00    35.09        6.71     11.08    42.37   232.53    950
                                                                                       6.71     21.00    85.95   248.98   1800
                                                                                                                         1750
```

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PROFIT! CONTROL SYSTEM
REVENUE REPORT FOR: 278 -- VIDEO THEATRE -- 4587 Windsome Road                           DATE PRINTED:   09/06/89
LAST COLLECTION DATE:  09/05/89
=================================================================================================================
ASSET# EQUIPMENT NAME    TYPE  LOC    REVENUE  DAYS  08/29/89  08/22/89  08/15/89  08/07/89  PTD CUM.  PERM. CUM.  PCT +/-  LAST LOC.
-----------------------------------------------------------------------------------------------------------------
   59 Operation Wolf    vid   278      60.25     7     70.00     82.50     88.50     80.25    381.50    381.50     -13.93
   62 Superman          vid   278      53.75     7     48.50     44.50     47.75     56.00    250.50    250.50      10.82
                                                 7    108.50    103.75    101.25     98.50    513.00
                                                                 16.75
```

```
*************************************************************************
SUMMARY PROFIT AND LOSS STATEMENT
PERIOD ENDING WITH POSTING DATE: 08/07/89                DATE: 08/15/89
ALL LOCATION INCLUDED
-------------------------------------------------------------------------

REVENUE COLLECTED ................ $  2407.25       (%)
                                                  100.00
  LESS: Cost of Goods ............       11.69
                                                    0.48
GROSS PROFIT .....................    --------    ------
                                       2395.76     99.52
  Location Commissions ..   449.77
  Collection Costs ......   532.07                 18.68
  Administrative Overhead   214.79                 22.10
  Depreciation Expenses .   470.72                  8.92
TOTAL EXPENSES ...................                 19.55
                                       1667.36     69.26
NET PROFIT BEFORE TAXES .......... $  --------    ------
                                        728.40     30.26
ANNUALIZED RETURN ON INVESTMENT       ========
TOTAL ASSET VALUE ................       43.91%
                                      37842.91
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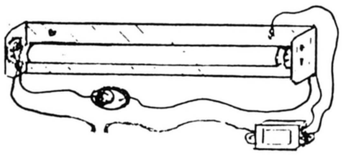

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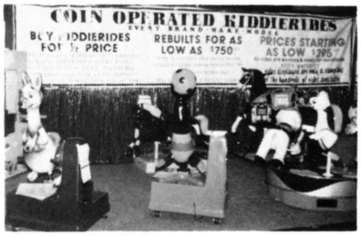
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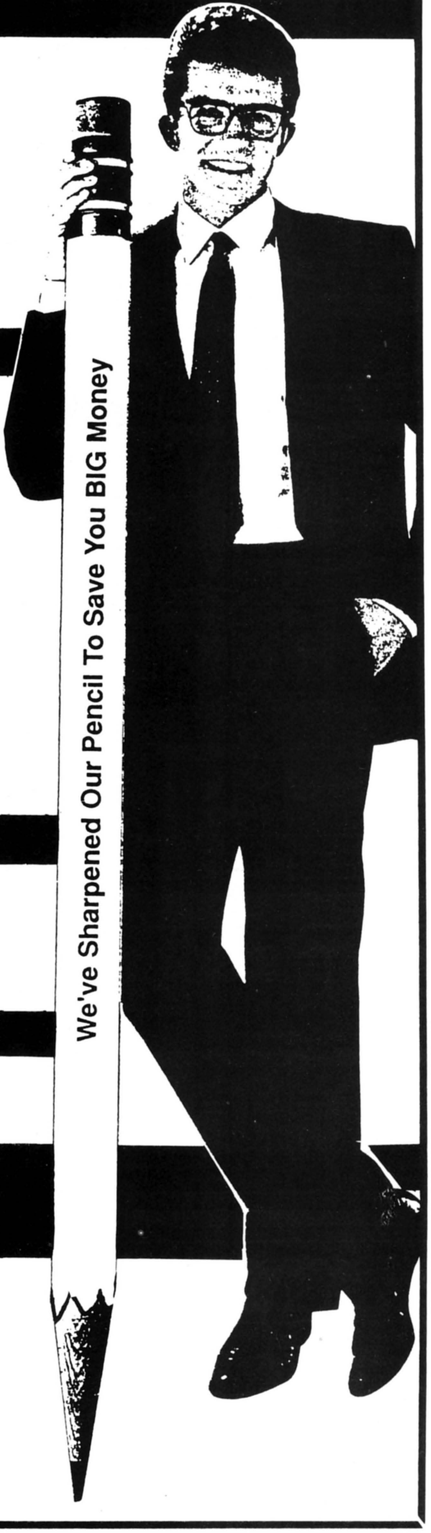
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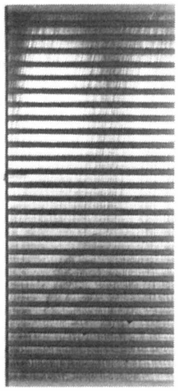

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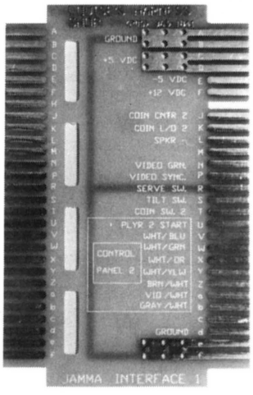

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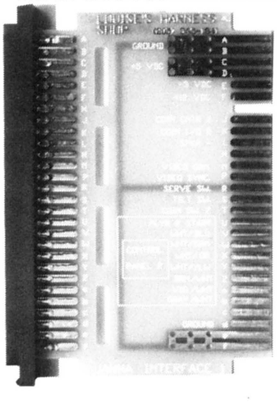
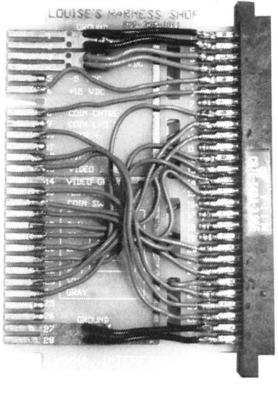


Jamma Interface, wired



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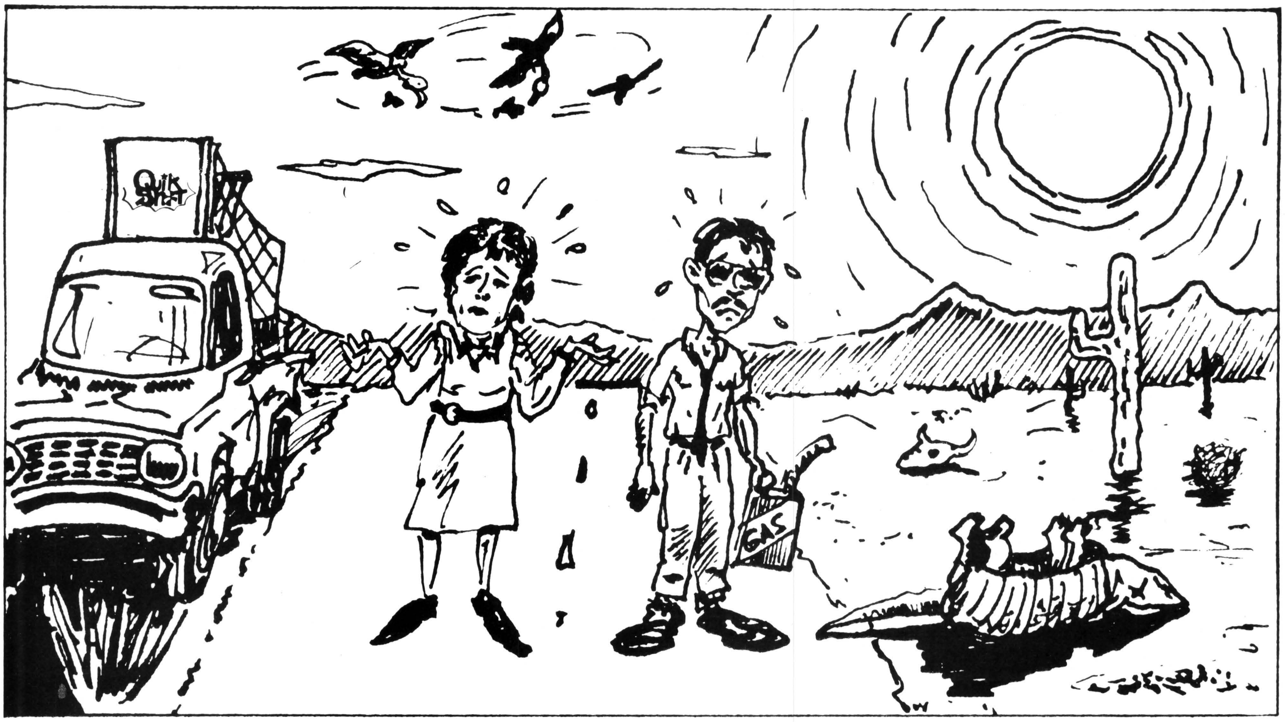

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THE CALENDAR

October 12 13 14 15
National Automatic Merchandising Association (NAMA) National Convention and Exhibit of Vending and Foodservice Management, McCormick Place, Chicago, Ill. Contact NAMA (312) 346-0370.

October 20 21 22
North Carolina Coin Operators Association (NCCOA) Annual Convention and Trade Show, Marriott Executive Park Hotel, Charlotte, N.C. Contact Bobby Earp (919) 584-4833.

October 20 21 22
Rocky Mountain Amusement and Music Operators Association (RM-AMOA) Convention and Trade Show, Hilton Inn South, Denver, Colo. Contact RM-AMOA (303) 289-6200.

October 30 31 November 1
InterTainment '89, Second Annual Conference on Interactive Entertainment, Marriott Marquis Hotel, New York, N.Y. Contact Sally Chin (212) 382-3929.

November 2 3 4
West Virginia Music and Vending Association (WVMVA) Annual Expo and Convention, Ramada Inn, South Charleston, W. Va. Contact WVMVA (304) 949-3289.

November 6 7 8 9 10
Randy Fromm Arcade School technical training session, Chicago. Contact Randy Fromm (619) 697-4035.

November 15 16 17 18
International Association of Amusement Parks and Attractions (IAAPA) 71st Annual Convention and Trade Show, Georgia World Congress Center, Atlanta. Contact IAAPA (703) 671-5800.

International

October 26 27 28
Park Show International, Rimini Exhibition Centre, Rimini, Italy. Contact Rimini Trade Fair Corp., Park Show International Secretariat, C.P. 300, 47037 Rimini FO; Tel. 0541/782000, Fax 0541/774313.

1990

February 5 6 7
Nightclub, Bar, & Restaurant Expo, Rosemont/O'Hare Exposition Center, Chicago. Call (800) 247-3881.

March 9 10 11
American Coin Machine Expo (ACME), sponsored by Play Meter and the American Amusement Machine Association (AAMA), The Hyatt in Chicago. Contact W.T. Glasgow, Inc. (312) 333-9292.

October 25 26 27
Amusement and Music Operators Association (AMOA) Expo '90, New Orleans Convention Center, New Orleans. Contact AMOA (312) 644-6610.

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THE LAST WORD

Violent games you *didn't* see at AMOA '89

There's been much talk of late concerning the violent nature of video game themes. I can see the argument from both sides. The manufacturers are pretty much obliged to "give the people what they want," and what they seem to want is a steady stream of action/fighting/adventure games. Even if a manufacturer had an ingenious idea for a game that appealed to the more cerebral side of the player, could one really find fault with a decision to scrap it if the test reports spelled DOG? I mean, ideals are admirable, but profitability is the bottom line.

On the other hand, just because hordes of teenage males thirst for more ways to dismember a human, must we give it to them? Many of these same people consider Doritos and Coke a balanced meal, or Motley Crue on par with Mozart. One could argue that they need to be exposed to more of what's good in this world, and violence isn't good.

Now that I've played devil's advocate for both schools of thought with insight and painstaking fairness, let me suggest a few violent alternatives to the video mayhem on display at AMOA '89. Look for these non-Ninjas at ACME or AMOA '90.

Granny Smash: The objective in this game is to remove granny and her 1963 clunker from the left lane of interstate highway, where she's been camped for the last three miles at speeds hovering around 32 mph. The player can choose from an assortment of weapons to do granny in: flame throwers, grenades, bazookas, or even the simple smashing of your car into hers. Bonus points are awarded if 1) the car flips over more than four times, 2) granny is thrown from the car, or 3) you skip the scene of the crime before any witnesses spot your dastardly deed.

Politician Smack: This versatile game follows the career of a budding politican; each level of *Politician Smack* represents another stage in his climb to the presidency. The object is to see how many head punches you can land within 15 seconds of our politican saying 1) something false, 2) something stupid, or 3) something false *and* stupid. As one would imagine, the action never slows. Play begins with the politician at a town council meeting and culminates at a presidential press conference, with the nervous commander-in-chief dodging Sam Donaldson's pointed questions.

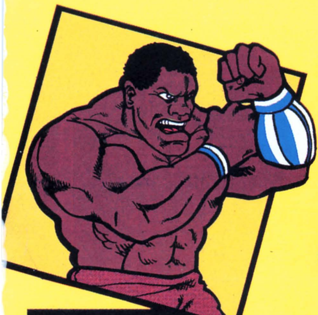
Blueblood Bloodletting: The world of high society and debutantes comes to the video screen. The scene is a hoity-toity party taking place within a vast mansion, replete with Bollinger champagne and crystal chandeliers. The player assumes the role of the downtrodden waiter, who must cater to the whims of every guest. The taped voices taunt the waiter with "Hurry up, boy, get me another Perrier with lime" and "The vegetable tray is out of cauliflower again, you foolish hired help!" The waiter (player) suddenly springs into action, fuming from a night of groveling. Weapons include carving knives, rolling pins, cast-iron skillets, and an ice pick for those who put up a tough fight. There's a bonus of one million points if the player can root out and bash the guest whose nose juts skyward the most.

Inheritance Squabble: What happens when eccentric millionaire dad kicks the bucket and leaves everything to his pet cat? You've got a rip-roaring battle over big bucks, where mom and the cutthroat children scratch and claw for every red cent. In *Inheritance Squabble*, the wizened family lawyer of 40 years devises a unique solution that would make Solomon envious: he liquidates all of the assets into $1,000 bills and places the huge pile of money in the center of the living room. Each family member can choose one weapon to ward off the others, then BOOM, we're off and running! Whoever hoards up the most cash in two minutes, using the most ruthless means necessary, is entitled to *the entire estate*. This thrilling four-player game lets the whole family practice up for the real thing.

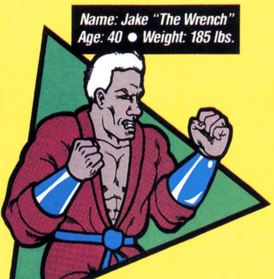
There you have it, four games that would make any manufacturer the talk of the industry. Those interested in developing these themes further can call me. I'll be in my rubber room. ☐

Christopher Caire

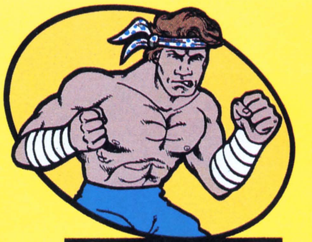
Christopher Caire
News Editor



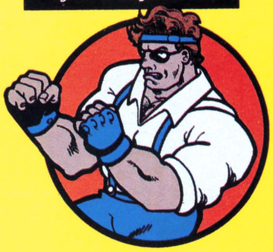
Name: "Tiptoes" Tommy
Age: 45 ● Weight: 310 lbs.



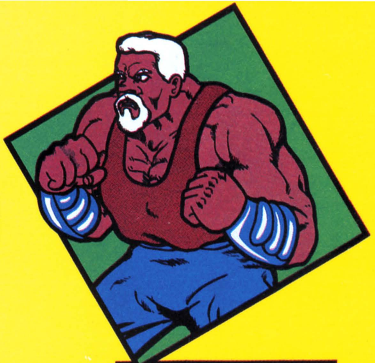
Name: Jake "The Wrench"
Age: 40 ● Weight: 185 lbs.



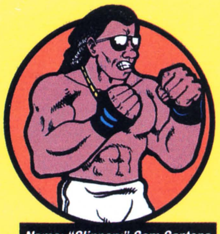
Name: Larry "Legbreaker" Lubinski
Age: 19 ● Weight: 220 lbs.



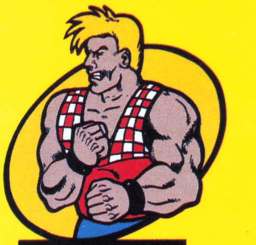
Name: Antonio "Crybaby" Palermo
Age: 25 ● Weight: 265 lbs.



Name: Mike "The Muscle" McDermit
Age: 30 ● Weight: 290 lbs.



Name: "Slippery" Sam Santana
Age: 38 ● Weight: 205 lbs.



Name: Bobby Brown
Age: 21 ● Weight: 175 lbs.

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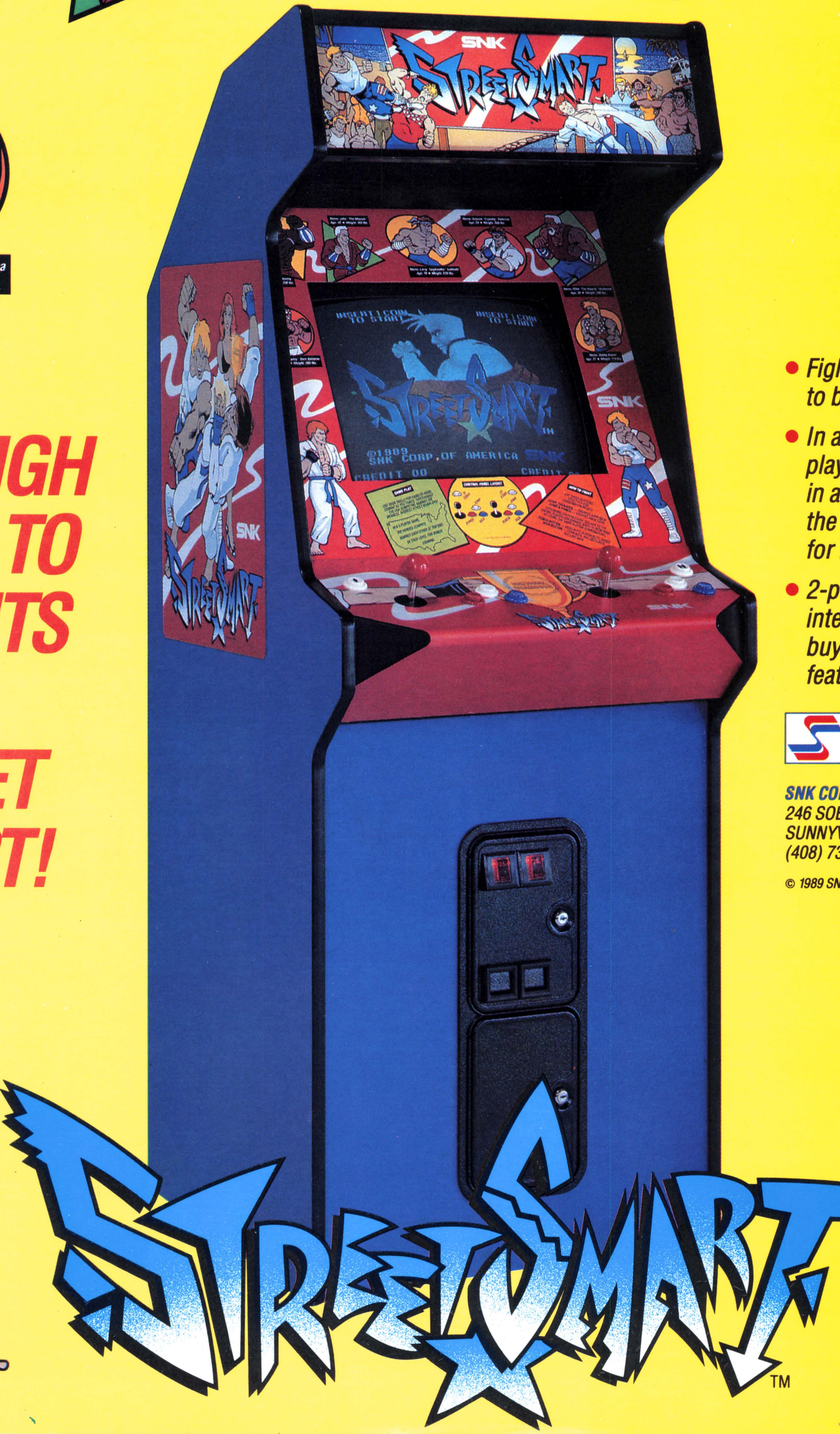

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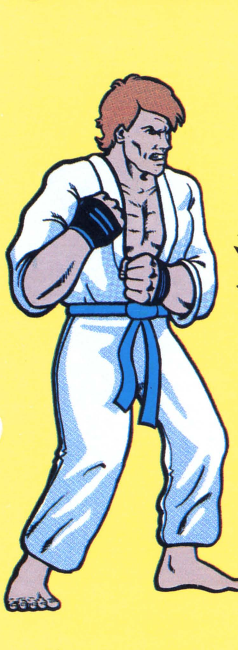

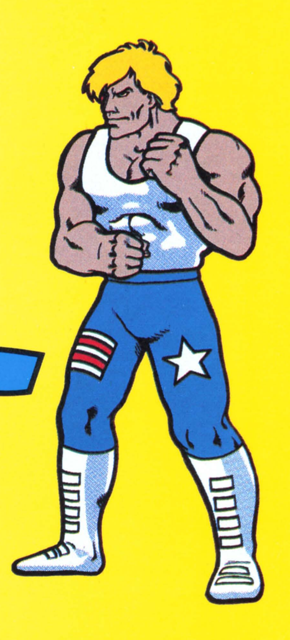

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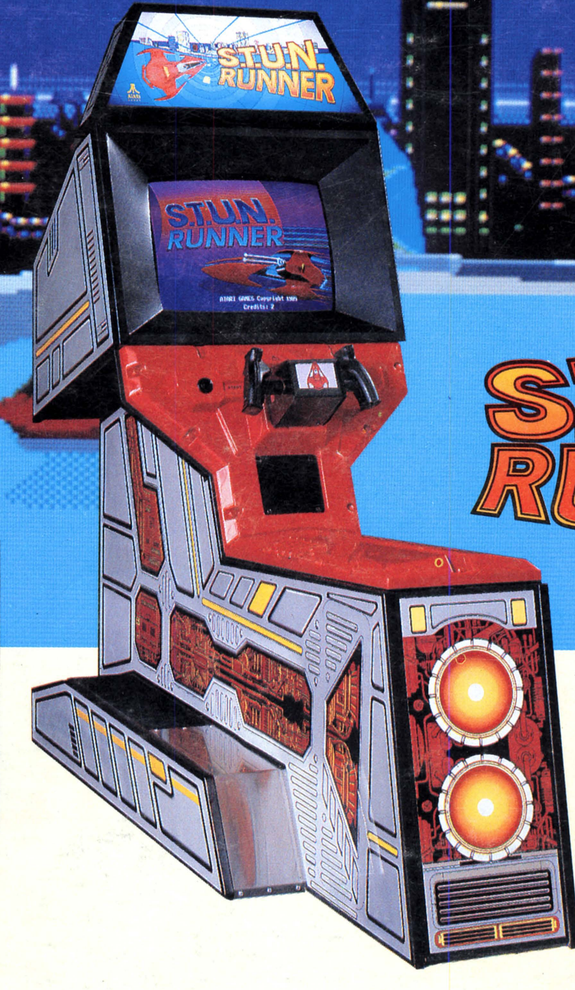
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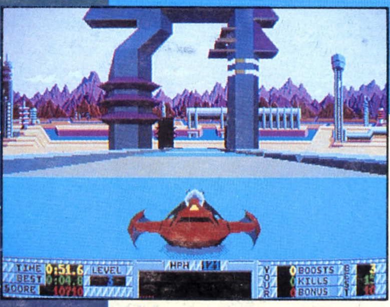
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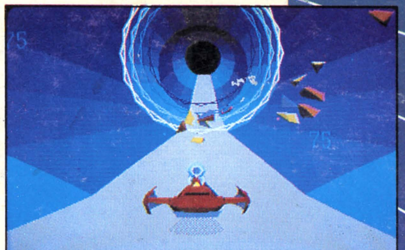
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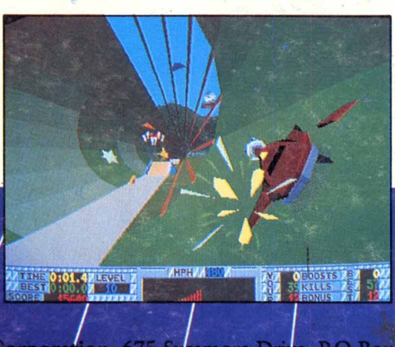
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